CANADIAN PARKS SERVICE

1991 FORT GEORGE N.H.S. VISITOR SURVEY EXECUTIVE SUMMARY

January 31, 1992

The
Coopers
&Lybrand
Consulting Group

Management Consultants

EXECUTIVE SUMMARY

Introduction

Fort George National Historic Site is one of several properties that are owned and maintained by the Canadian Parks Services. Located in the historic town of Niagara-on-the-Lake, Fort George represents an important and interesting period of Canadian history.

The purpose of the 1991 Visitor Survey was to collect relevant socio-economic data and conduct analyses that will provide input to the management and service planning process and marketing initiatives. Specific research objectives included a detailed visitor profile, a description of the non-local visitors' trip to the region, and a detailed profile of the visit to Fort George.

Approach

To collect the required data, on-site interviews were conducted with visitors to Fort George. The survey was conducted between May and October, 1991 and 942 interviews were completed.

The survey collected information on the origin of the visitor, the composition of their travelling party, a description of their visit to the Niagara region, their expenditures during their stay, the motivation for their visit to Fort George, and their satisfaction of their visit to Fort George.

A unique feature of the research design methodology was the use of the Automated Survey Transcriber (AST). The AST is a handheld computer that the interviewers employed to record responses from survey participants.

General Findings

VISITOR PROFILE

Visitors to Fort George usually came as part of a family (43%) or with a companion (35%). The average party size was 3.9 individuals.

The largest proportion of visitors, 39%, were from the United States. Visitors from the local area accounted for 20% of visitation and visitors from other parts of Ontario represented 27%.

PROFILE OF TRIP TO NIAGARA-ON-THE-LAKE

Visitors from outside the local region were asked the purpose of their trip. More than two thirds identified sightseeing and visiting Niagara-on-the-Lake. Only 21% identified Fort George as the purpose of their visit to Niagara-on-the-Lake.

They were also asked how many nights in total they would be away from home on their trip and how many they were spending in the Niagara region. For most visitors, the Niagara region was one stop as part of a larger trip; 80% of visitors were spending at least one night away from home but only 33% were spending at least one night in the Niagara region.

Most of the visitors, 86%, had visited Niagara Falls. Only 31% had participated in a winery tour. Less than a third had visited other attractions such as the Brocks Monument, Marine World, the Shaw Festival, or Fort Niagara.

Visitors were asked how much they spent for themselves and their groups on their trip to the Niagara Region. The highest expenditures were on food and drinks as well as on accommodation. Shopping, entertainment and transportation to the region were the next largest expenditure categories.

PROFILE OF VISIT TO FORT GEORGE

There were many sources from which visitors first heard about Fort George. For visitors who live outside the Niagara Region, approximately 33% saw the directional signs and 20% heard about it from a personal recommendation. Visitors from the local area knew of Fort George because they either lived in the area or had visited the fort while in school.

Almost two thirds of the visitors reported that Fort George was either a planned stop, a decision made while visiting the region or the main destination of their trip. Sixty four percent made the decision to visit a day in advance of their actual visit.

The majority of visitors, 85%, had not visited Fort George in the past year.

The majority of visitors, 56% spent one hour or longer visiting Fort George.

Overall, visitors were very satisfied with their visit to Fort George. Over 90% were very satisfied with the ground, exhibits, staff and parking.

With respect to other factors of importance in the enjoyment of a visit to a historic site, over 90% agreed that buildings accurately furnished were important in the enjoyment of a visit. Audio-visual presentations and buildings with modern exhibits were also aspects or services that over 90% agreed that they would enjoy in a visit to a historic site. Only 22% agreed that they would like the opportunity to purchase souvenirs.

Segmentation analysis was conducted on the first-time visitors to Fort George. The results grouped visitors by their motivating reasons for visiting Fort George. Four groups were identified.

- Learning Enthusiasts represented 33% of the visitation. They were attracted to Fort George because of their keen interest in history and the active demonstrations of music and weaponry displayed at the Fort.

- History Buffs accounted for 18% of the visitation. They were interested in Fort George because of its historical significance.

- Entertainment Seekers were interested in the music and weaponry demonstrations. They represented 18% of the visitation.

- Casual Visitors represented 29% of the visitation. Their motivation to visit was not due to an interest in history or an interest in observing the demonstrations.

Conclusion

The results of the 1991 Visitor Survey reveal that visitors to Fort George share fundamental common characteristics regardless of origin or season of visitation.

They most typically visit Fort George as part of a family group or with a companion. The majority of visitors come from the U.S. or other parts of Ontario and it is their first visit to the Fort. They usually visit within a week of their decision to visit Fort George. The visit to Fort George is a very satisfactory experience for almost all.

Though different groups of visitors were identified as having distinct motivations for visiting Fort George, they did not differ significantly overall in their satisfaction levels and in their travel party and trip profiles.

LE SERVICE CANADIEN DES PARCS

SOMMAIRE EXÉCUTIF DU SONDAGE AUPRÈS DES VISITEURS DU LIEU HISTORIQUE NATIONAL FORT GEORGE DE 1991

Le 31 Janvier, 1992

The
Coopers
& Lybrand
Consulting Group

Management Consultants

SOMMAIRE EXÉCUTIF

Introduction

Le parc historique national du Fort-George est une des nombreuses propriétés appartenant et entretenues par le Service canadien des parcs. Situé dans la ville historique de Niagara-on-the-Lake, le fort George représente une importante et intéressante période de l'histoire canadienne.

Le but du sondage auprès des visiteurs en 1991 était d'amasser des données socio-économiques pertinentes et d'en faire une analyse afin de fournir de l'information à l'administration, dans son processus de planification, et dans ses initiatives de marketing. Les objectifs spécifiques de la recherche comportaient un portrait détaillé des visiteurs, une description de leur voyage dans la région des visiteurs venus de l'extérieur, et un portrait détaillé de leur visite au fort George.

Approche

Afin de recueillir les données requises, des entrevues ont été tenus avec les visiteurs du fort George. Le sondage a été effectué entre les mois de mai et d'octobre 1991 et un total de 942 entrevues a été complété.

Le sondage a recueilli de l'information sur l'origine des visiteurs, sur la composition de leur groupe de voyage, sur la description de leur visite dans la région du Niagara, sur les dépenses encourues pendant leur visite, sur la raison d'être de leur visite et sur le niveau de satisfaction ressentie lors de leur visite au fort George.

Une caractéristique unique de la méthodologie de la recherche a été l'utilisation d'un "ordinateur portatif à main" que les enquêteurs ont employé pour recueillir les réponses des participants au sondage.

Conclusions Générales

PORTRAIT DES VISITEURS

Les visiteurs au fort George venaient généralement en tant que membre d'une famille (43%) ou avec un compagnon (35%). La grosseur moyenne des groupes était de 3.9 personnes.

La plus grande partie des visiteurs, 39%, venait des États Unis. Les visiteurs de la région locale représentaient 20% des visites et les visiteurs des autres régions de l'Ontario en représentaient 27%.

DESCRIPTION DU VOYAGE A NIAGARA-ON THE LAKE

Les visiteurs venant de l'extérieur de la région locale se sont fait demander la raison principale de leur visite. Plus de 21% ont identifié le fort George comme ayant été l'objet d'intérêt qui les avait amenés à venir visiter Niagara-on-the-Lake.

Ils se sont aussi fait demander le nombre de nuits qu'ils prévoyaient passer dans la région du Niagara ainsi que combien ils s'attendaient dépenser durant leur séjour. Pour la plupart des visiteurs, la région du Niagara n'était qu'un arrêt parmi plusieurs au cours d'un long voyage; 80% des visiteurs prévoyaient être absent de leur domicile au moins une nuit. Par contre, seulement 33% prévoyaient passer au moins une nuit dans la région du Niagara.

La plupart des visiteurs, 86%, avaient visités Niagara Falls; seulement 31% avaient participé à la tournée d'un établissement vinicole. Moins d'un tiers avaient visité d'autres attractions telles le monument de Brock le centre d'attraction Marine World, le festival Shaw ou le Fort Niagara.

Les visiteurs se sont fait demander combien d'argent ils avaient dépensé pour eux-même et pour leur groupe lors de leur visite dans la région du Niagara. Les dépenses les plus élevées avaient été consacrées aux repas et boissons ainsi que à l'hebergement. Les prochaines catégories les plus élevées étaient le magasinage, les divertissements et le transport à la région du Niagara.

DESCRIPTION DE LA VISITE AU FORT GEORGE

Les visiteurs avaient entendu parler du fort George de plusieurs sources différentes. Pour les visiteurs vivant à l'extérieur de la région de Niagara, environ 33% avaient vu des panneaux indicateurs de direction et 20% en avaient entendu parler par des recommandations personnelles. Les visiteurs de la région locale connaissaient le fort George soit parce qu'ils vivaient dans les environs ou qu'ils avaient visité le fort durant leurs années à l'école.

Presque le deux tiers des visiteurs signalaient que le fort George était soit un arrêt planifié, une décision prise lors de la visite de la région ou la raison d'être de leur voyage. Soixante quatre pour-cent des visiteurs ont pris la décision de le visiter seulement qu'une journée avant leur visite véritable.

La majorité des visiteurs, 85%, n'avaient pas visité le fort George durant la dernière année.

La majorité des visiteurs, 56%, ont passé une heure ou plus lors de leur visite du fort George.

En général, les visiteurs ont été très satisfait de leur visite au fort George. Plus de 90% ont été très satisfait avec le terrain, les expositions, le personnel et le stationnement.

En ce qui concerne les autres facteurs d'importance reliés à la satisfaction d'une visite à un lieu historique, plus de 90% étaient d'avis qu'un bâtiment adéquatement meublé était important quant à l'agrément d'une visite. Les présentations audio-visuelles et les bâtiments avec des expositions modernes étaient aussi des aspects ou services que plus de 90% trouvaient agréable lors d'une visite à un lieu historique. Seulement 22% des participants étaient d'avis qu'ils aimeraient avoir la possibilité d'acheter des souvenirs.

Une analyse de segmentation, effectuée auprès des visiteurs à leur première visite au fort George, a regroupé les visiteurs en se basant sur la raison d'être de leur visite au fort. Quatre groupes ont été identifiés.

- **Les enthousiastes de l'apprentissage** représentaient 33% des visiteurs. Ils étaient attirés au Fort George par leur intérêt de l'histoire et par les démonstrations actives de musique et d'armes.

- **Les mordus de l'histoire** comptaient 18% des visiteurs. Ils étaient intéressés au fort George pour son importance historique.

- **Les chercheurs de divertissement** étaient intéressés dans les démonstrations de musique et d'armes. Ils représentaient 18% des visiteurs

- **Les visiteurs désinvoltes** comptaient pour 29% des visites. Leurs motifs pour la visite étaient rattachés, ni à un intérêt de l'histoire, ni aux démonstrations.

Conclusion

Les résultats du sondage auprès des visiteurs de 1991 ont révélé que, peu importe le temps de l'année de la visite ou l'origine du participant, les visiteurs au fort George partageaient essentiellement les mêmes caractéristiques.

Ils visitaient le fort George presque tous en tant que membre d'une famille ou avec un compagnon. La majorité des visiteurs venait des États Unis ou d'autre parties de l'Ontario et c'était leur première visite au Fort. Ils visitaient habituellement le fort en dedans d'une semaine après avoir pris la décision de le faire. Leur visite au fort George était une expérience très satisfaisante pour presque tous.

Bien que différents groupes de visiteurs aient été identifiés comme ayant des motivations distinctes pour venir visiter le fort George, en général, il n'y a pas eu de différences significatives dans leur niveau de satisfaction, dans la description de leur groupe de voyage et dans leur voyage.

CANADIAN PARKS SERVICE

1991 FORT GEORGE N.H.S. VISITOR SURVEY FINAL REPORT

JANUARY 31, 1992

The
Coopers
&Lybrand
Consulting Group

Management Consultants

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1.
INTRODUCTION

Background

Located in the historic town of Niagara-on-the-Lake, Fort George National Historical Site is one of several properties in the Region that are owned and maintained by the Canadian Parks Service (CPS). It represents an important and interesting period of Canadian military history. The site consists of the reconstructed fort and a small visitor reception centre. Its focus is to illustrate life at the time of the War of 1812.

While not the premier tourist draw in the area, Fort George is an important piece of the historical flavour of the town. It is in operation from mid-May to until the end of October and features interpretive programming and animation.

With respect to Fort George and other national historic sites, the primary responsibilities of the Canadian Parks Service include:

- Fostering knowledge and appreciation of Canada's past through a national program of historical commemoration.

- Protecting and presenting commemorative resources of national historic significance administered by the Canadian Parks Service for the benefit, education and enjoyment of this and future generations, in a manner that respects the significant and irreplaceable legacy represented by those resources.

- Encouraging the protection and presentation by others of resources of national historic significance that are not administered by the Canadian Parks Service.

In order to fulfil these objectives, one specific role of the Canadian Parks Service is to provide "opportunities for public involvement in the national commemorative program which will contribute to an overall sense of national identity and to a greater appreciation of the public benefits of national historic sites." (Canadian Parks Service: Proposed Policy, June 1990).

The 1991 Visitor Survey at Fort George is an example of the Canadian Parks Service providing these opportunities for public involvement. Conducted between June and October this year, a total of 942 personal interviews were carried out on-site with visitors to Fort George.

Research Objectives

The purpose of the 1991 Visitor Survey is to collect the relevant socio-economic data and conduct analyses that will provide input to the management and service planning process and marketing initiatives. Specific research objectives include:

- Development of a detailed visitor profile including a segmentation analysis;
- Detailed description of visitors' motivations for visiting, trip characteristics, and other activities partaken in while staying in the Niagara region; and
- Detailed profile of the visit to Fort George including an assessment of the level and frequency of use, and satisfaction with the programs, services and facilities offered.

In addition to these specific objectives, the 1991 Visitor Survey is also an important step in the development of a methodology that can be adaptable in its implementation to other national historic sites and parks while retaining its effectiveness in achieving specific objectives. The unique feature of the methodology was the use of the Automated Survey Transcriber (AST). The AST is a handheld computer that the interviewers employed to record responses from survey participants. The 1991 Visitor Survey can be viewed as a prototype with important implications for future studies concerning national historic sites.

Organization of the Report

This report presents an in-depth discussion of the research results. The executive summary highlights the key findings and presents the conclusions of relevance. The remaining sections of the report are organized as follows:

- Chapter 2 presents the research methodology including a synopsis of the questionnaire design, a report on the fieldwork and the use of the AST, and the finalization of the data base;
- Chapter 3 presents a detailed description of visitor profiles and presents the results of the segmentation analysis;
- Chapter 4 describes the profile of the trip to Niagara-on-the-Lake and discusses the purpose, length, other activities and expenditures of the trip;
- Chapter 5 details and discusses the visit to Fort George focusing on the experience and level of satisfaction with the services and facilities;
- Chapter 6 presents our conclusions.

2.
RESEARCH DESIGN

In this section, we detail the finalization of the research design, the progress of the fieldwork and the finalization of the data base.

Questionnaire Design

The initial design of the questionnaire instrument was undertaken by CPS staff before our involvement of the project. Our task was to review the instrument and suggest improvements to the wording, skip logic, format and administration of the instrument. The objectives in this exercise included ensuring that there was appropriate coverage of the research issues and minimizing respondent burden.

In addition, input was provided into the development of a question on visitor expenditures on accommodation, transportation, food and drink, shopping, entertainment, and other items during their stay in the Niagara Region.

PRETEST AND MODIFICATIONS TO THE INSTRUMENT

The pretest was conducted on May 17 and 18, 1991 at Fort George N.H.S. The questionnaire was programmed on the Automated Survey Transcriber (AST) and this was used to conduct the interviews. A total of 25 interviews were completed over two days. The response was very high.

Modifications to the questionnaire resulting from the pretest included finalizing the major and minor skip patterns. The major pattern established was based on the type of respondent, that is, whether the respondent was a resident or visitor to the Niagara region. The changes ensured that only the appropriate questions were asked to respondents and the flow and rhythm of the interview was maintained throughout to maximize the efficiency of the interview and reduce the error in data collection and input.

The changes were programmed into the AST computer and the fieldwork began on June 2, 1991. The instrument underwent further modifications in June in order to reduce the time length required to complete the interview. It was observed in the first week of the fieldwork that the required quota was difficult to achieve partially because of the length of the questionnaire. A skip pattern was introduced which resulted in some questions not being asked to members of an organized group tour.

This improved the efficiency of the interview.

The final version of the questionnaire is included in Appendix I. This is a hardcopy of the questionnaire that was programmed into the AST.

LOG RECORD SHEET

Log Record Sheets were maintained to track response rates, reasons for refusal, and the number of interviews completed by day. Space was provided for the interviewer to record any problems and difficulties with the interview; for example AST failure necessitating manual completion. A copy of the log record sheet is included in Appendix I.

Sample Design

The target population were users (twelve years of age and older) of the Fort George National Historic Site. The population was broken down into two subgroups: the peak summer season (July and August) and the shoulder season (June, September and October).

A total of 30 survey days were employed to generate the required sample. The distribution of the survey days depended on the following criteria:

- An estimated completion rate of 32 interviews per day;
- At least one long weekend per season was sampled;
- Peak holidays were represented; and
- All the days of the week were represented.

The final sample plan is presented in the opposite exhibit. Cluster sampling was employed. Weekdays were first randomly selected and than weekend days were randomly selected to determine the survey days within the spring, summer and fall seasons.

Fieldwork and Data Management

The fieldwork took place between June 2 and October 16, 1991. The interviews were conducted over the hours of operation at Fort George.

All interviews were conducted by experienced interviewers. Prior to the start of the fieldwork, all interviewers underwent training in the use of the AST including its operation, the backup procedures, the data cleaning procedures and the downloading of the data. Briefing materials were provided that summarized these procedures.

The interviewers were closely supervised by our field coordinator at different intervals throughout their shift. The first survey day for each interviewer was fully supervised and then two hours of the next three survey days. Afterwards, 10% of the interviews were monitored.

At regular intervals, the data from the AST was downloaded by modem to Coopers & Lybrand in Ottawa. The data was checked to ensure that it was readable and secure. All interviews which were recorded on paper questionnaires were also entered into to the data base.

Final Sample Disposition

The target number of completed interviews was 762. This number was exceeded by 180 interviews. We exceeded the required number of interviews. Total completions by season are as listed in Exhibit 1.

Exhibit 1

Completions with the Associated Margin of Error

	Completion By:		Margin of Error
	Season	Subpopulation	
Peak		**560**	
July and August	560		**±4.1%**
Shoulder		**342**	**±5.3%**
June	190		**±7.1%**
September and October	192		**±7.2%**
Total		**942**	**±3.2%**

Overall, the response rate was 79%. Though this was lower than expected from the pretest, it is still a good response. The sample was designed so that each subpopulation had an associated margin of error that did not exceed 5%.

The majority of respondents, 57%, were male. This does not in probability reflect the proportion of male to female visitors at the site.

Data Base Analysis

All data processing operations took place in-house. The statistical software package used was SPSS/PC+. In cleaning, errors or inconsistencies were checked against the original DBASE file or questionnaire when possible. The results were also reviewed for "outliers". Results that were found to be "extreme", that is, out of range compared to the average, were located and identified. Corrections were made if necessary.

Final visitation counts of the survey period were made available. A weighting variable was computed based on the actual proportion of visitation by season. The final sample disposition by season and the actual visitation count by season are presented below.

	Unweighted n	Survey Sample %	Actual Visitation %
Spring	190	20	28
Summer	560	60	52
Fall	192	20	18

The final data base was weighted to reflect the actual visitation count. Results presented in this report are based on the weighted data base. However, the number of cases reported in the exhibit (indicated by "n=" on the exhibits) are the unweighed number of cases. It should be noted that for many results, the associated sample size is less than the total number of interviews conducted (n=942). This occurs for reasons described below.

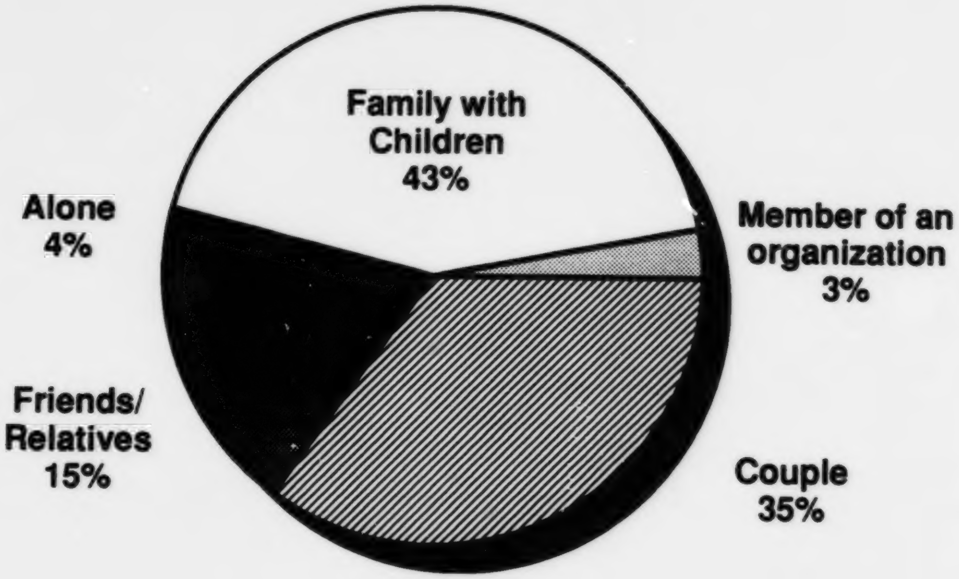
- Skip patterns were built into the questionnaire (for example, visitors to Fort George from the local area were not asked questions specific to out-of-town visitors).
- Responses of "don't know" or refusals were tabulated as missing data and not included in the presentation of results.

The fully cleaned and weighted data was incorporated into SPSS/PC files and is summarized in aggregate tables which are included in separate appendices. All survey data had variable and value labels assigned. Appendix II provides complete documentation on the final database, "FG.SYS". A copy of this file is available from CPS staff in Cornwall.

The aggregate tables in Appendix III are a concise version of the interview schedules, with question titles and answer descriptions "annotated" with the limited number of print characters available in the computer print-out. For each question, the weighted percentage distributions of answers given by all the respondents are presented.

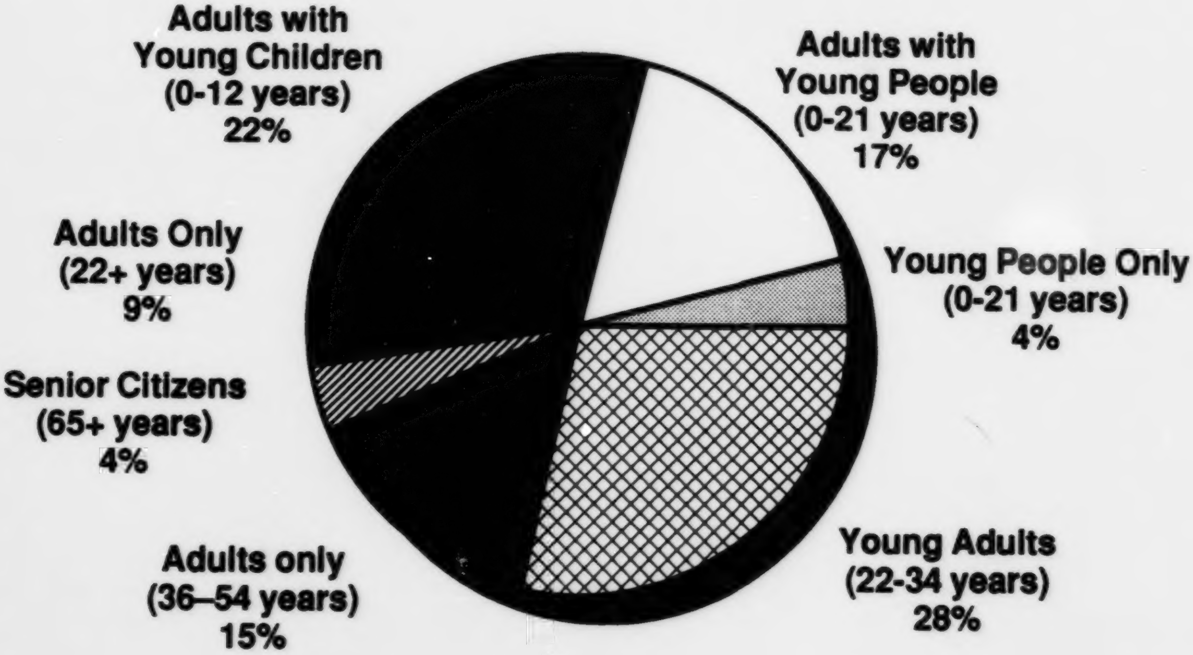
Exhibit 2 — Description of Group

c\o-parks\Noiselle\91



n=942

Age Composition of Group



n=899

3.
VISITOR PROFILE

Party Composition

Respondents were questioned on the type of party with which they were visiting Fort George and the age composition of their group. The results are presented in Exhibit 2. Overall, most frequently, 43%, respondents reported that they were visiting Fort George with their family and children. Thirty five percent reported that they were travelling with one other companion. Only 15% reported that they were travelling with friends and/or relatives.

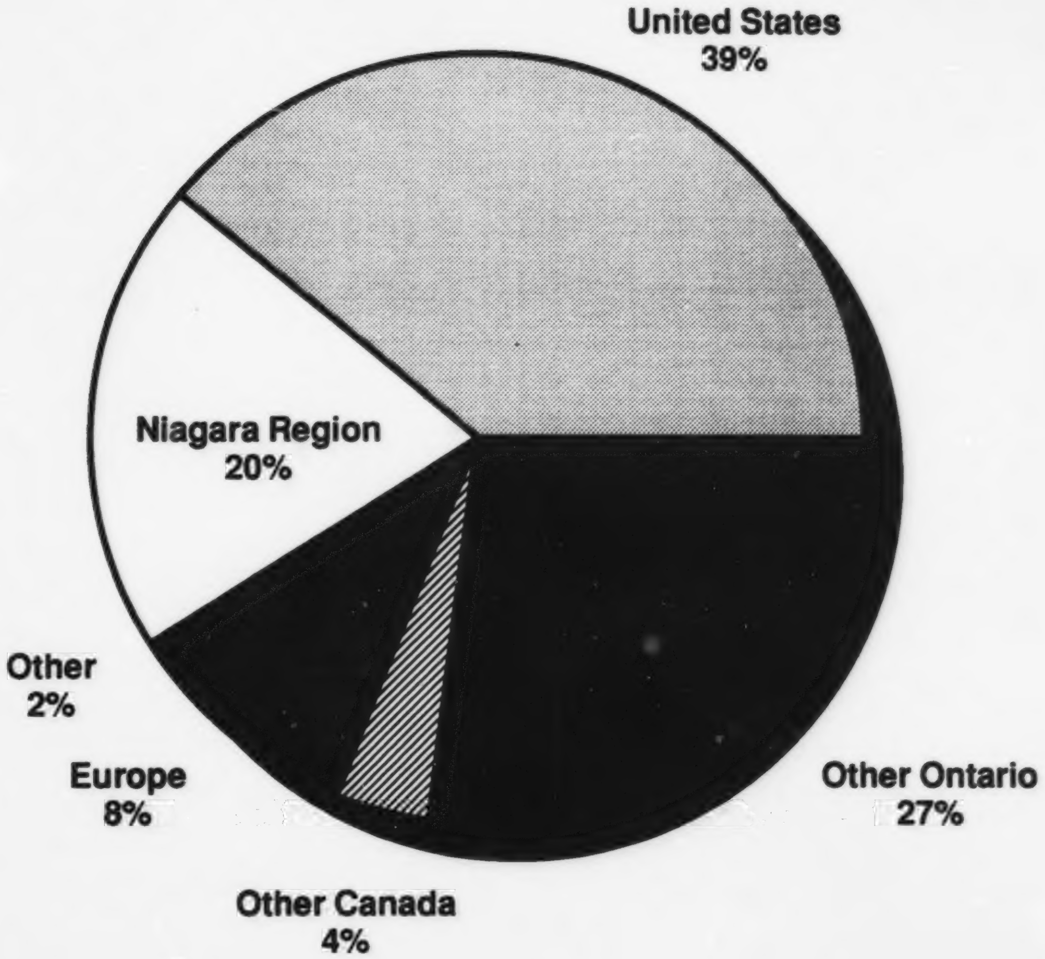
These results did vary when examined for each season. There was a higher incidence during the summer season of family visitors (49%) compared to the spring (37%) and fall (35%). In the spring and fall seasons, there was also a higher incidence of couples (37% and 39%) than in the summer (32%). For other types of visiting groups, the results did not vary significantly.

Not surprisingly, with the high proportion of visitors visiting as a family with children, 22% of groups reported that they were travelling only with young children under the age of twelve. A further 17% reported that their group included both young children and teens (between 12 and 21 years). The remaining groups were adults only with 28% of the groups between the ages of 22 and 34 years; 15% of the groups between 36 and 54 years; 4% were senior citizens only; and 9% included larger travel parties with adults of all ages.

The group size was computed by aggregating the number of reported individuals in the various age categories for each respondent. Overall, the average group size for all travelling parties was a party of 3.9 individuals. For families, parties of friends and relatives, and organized groups, the average group sizes are presented on the following page in Table 1.

Exhibit 3 — Origin of Visitors

[illegible]



n=934

Table 1:

	Average:			
	Group Size	**No. of Children** (0-12)	**No. of Young People** (13-21)	**No. of Adults** (22+)
Families with children (n=410)	3.9	1.2	.4	2.3
Friends and relatives (n=147)	4.3	.6	.3	3.4
Organized trip (n=23)	23.7	5.6	15.6	2.9

Group size varied depending on the group's composition. On average, groups of friends and relatives were larger than families with children. Organized groups were the largest groups. However, given the small sample size associated with organized groups, caution should be taken when interpreting the figures.

Origin of Visitors

Visitors to Fort George were predominantly from the immediate area, other parts of Ontario or the United States. Eight percent were from Europe. Exhibit 3 presents the breakdown for all respondents.

American visitors accounted for 39% of all the respondents. Within this American group, the state of origin varied considerably. Approximately half were from Ohio or New York. Pennslyvania accounted for 15% of U.S. visitors, Michigan 7%, New Jersey 5% and the remaining 23% were from the rest of the United States.

Of the Canadian visitors, very few were from outside Ontario. Only 2% reported Quebec as their home province, 2% identified one of the Western provinces as their origin and less than half of one percent were from the Maritime provinces.

For the purposes of reporting analysis by origin of the respondents, the results were aggregated into the following four groups:

- Local Area which includes visitors who reported that they were from the Niagara region (including St. Catharines, Niagara Falls and Niagara-on-the-Lake);

- Other Canada, including visitors from other parts of Ontario and elsewhere in Canada;

- United States which includes all American visitors; and

- Other International, including both European and all other visitors.

Appendix IV provides tables on all variables by the origin of the visitor.

Identifiable Market Segments

Market segmentation analysis can be described as the aggregation of heterogenous individual consumers into smaller groups. There are a variety of approaches to segmentation and the appropriate method depends on management objectives. In the attached tables, we have presented three approaches to grouping visitors. These are by origin, by season of visitation, and by motivational segments.

The underlying rationale for motivational segmentation is to better understand visitor behaviour and why they chose to visit Fort George. An individual is predisposed to select various activities as a result of complex cognitive processes. A better understanding of these reasons for visiting Fort George could help in the marketing process by establishing the expectations of the various groups and either meeting these expectations or establishing realistic expectations of what Fort George has to offer.

A research objective of this project is to determine whether segmentation analysis could be employed to distinguish distinct groups of Fort George visitors based on attitudinal data. It is important to note that the analysis conducted for this project focused only on the existing market simply because the survey was carried out only on current users of Fort George. Often market segmentation looks at potential markets as well as existing markets so that services can be marketed to groups which offer specific opportunities.

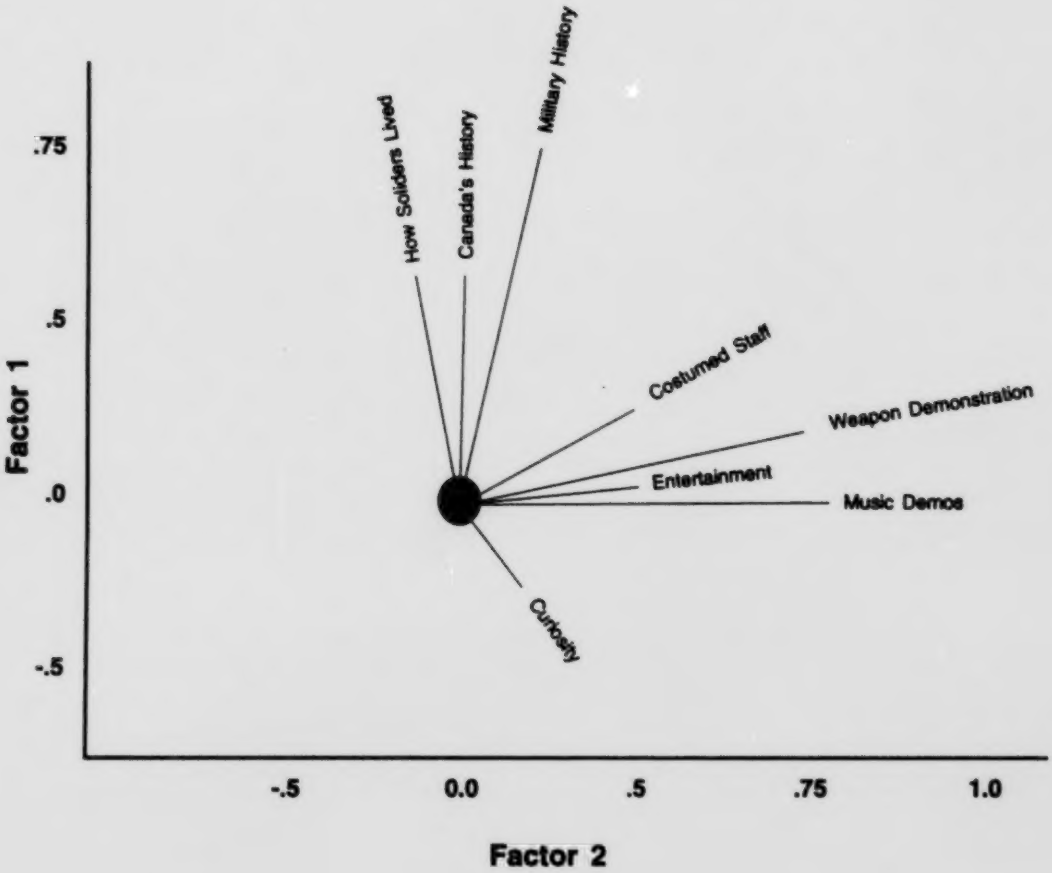
The following section describes the specific approach undertaken for the Fort George Visitor Survey, presents the results and discusses research initiatives that might be pursued.

APPROACH TO SEGMENTATION ANALYSIS

For the visitor survey at Fort George, the first task of the analysis was to investigate the existence of visitor segments. Included in the sample of respondents are both first-time visitors to Fort George and repeat visitors. After consultation with Canadian Parks Service, it was decided that repeat visitors would be excluded from the segmentation analysis because by the nature of their predisposition to visit, they would be over represented in the analysis. In this way, the sample of first-time visitors is assumed to represent the client population. However, this had little effect on the results as repeat visitors

Illustration of Factor Loadings

c\c-parks\factor.cdr\91



Each line represents how heavily a variable **"loaded"** or how **important** a variable was in the determination of a factor.

Clearly, "Military History", "Canada's History" and "How Soldiers Lived" were very important in the determination of Factor 1. They were not at all important in the determination of Factor 2. Factor 1 appears to measure a general interest in history.

only accounted for 16% of the total visitation.

To implement the analysis, factor and cluster analysis were employed using the following variables.

- For motivational segmentation, the importance ratings of a list of factors in decision to visit Fort George (Q15a1 to Q15a11) were chosen.

- For product segmentation, the level of satisfaction ratings for specific items at Fort George (Q17.1 to Q17.16) were chosen.

Results of the Factor Analysis:

Factor analysis is a statistical technique used to identify a relatively small number of factors that can be used to represent relationships among sets of interrelated variables. The underlying assumption of factor analysis is that factors can be used to explain more complex phenomena.

Factor analysis was conducted on the motivational questions (that is, reasons for visiting Fort George) as well as on product satisfaction questions. No significant factors emerged from the product segmentation or from a combined analysis of the motivational items and the product satisfaction items. However, three motivational factors were identified from the motivational segmentation alone. The table below presents the specific variables that "loaded" heavily on each factor:

Motivational Factor 1

- to learn about Canada's history;
- interest in military history;
- see costumed staff recreating historical activities;
- see how soldiers and their families lived in the 19th century; and
- find out more about the war of 1812.

Motivational Factor 2:

- because of my travel parties' interest;
- to see music demonstration; and
- demonstration on historic weapons.
- to be entertained

Motivational Factor 3:

- enjoy visiting historical sites;
- see how soldiers and their families lived in the 19th century; and
- curiosity.

Further analysis was conducted on each of these motivational factors. Factor scores were computed for each visitor. Visitors were then grouped into two categories: those with high scores and those with low scores on each factors. Descriptive profiles were generated for the factor groups. It was observed that the third factor's profile did not differ substantially from the other groups. Given that the third factor only explained 10% of the variance, it was dropped from the analysis.

Exhibit 4 presents an illustration of the factor loadings.

A cross tabulation analysis was conducted on the two remaining motivational factor groups. This analysis revealed the following four groups.

- The first group contained visitors with high scores on factors 1 and 2. These individuals possessed an interest in history and are appreciative observers of active demonstrations. This first group was labelled **Learning Enthusiasts** and they accounted for 33% of the first-time visitors (n=247).
- The second group included visitors with high scores only on factors 1. This group had a keen interest in history only. They were labelled **History Buffs**. They represented 20% of the first-time visitors (n=150).
- The third group included visitors with high scores on factor 2 only. They were enthusiastic observers of the active demonstrations but displayed little interest in history. This group was labelled **Entertainment Seekers** and they accounted for 18% of the first-time visitors (n=137).
- The last group included visitors with low scores on both factors. Their motivation to visit Fort George was not due to an interest in history or an interest in observing the demonstrations. Putting a label on this group is a more difficult task. Because this group did not fall into any clear motivational category and were less likely than the other groups to be on a planned trip, they were labelled **Casual Visitors**. They represented 29% of the first-time visitors (n=221).

Results of the Cluster Analysis:

K-means cluster analysis was conducted on the same sets of variables. Two cluster groups were generated from the analysis for the motivational questions.

As with the factor analysis, a combined analysis of the motivational and product questions did not result in a satisfactory solution.

The results of the cluster analysis reinforced the findings of the factor analysis. The two cluster groups were compared to the four groups generated by the factor analysis. The first cluster group had low scores on both factors and were essentially the same as the Casual Visitors. The second group had high scores on both and so were very similar to the Learning Enthusiasts.

PROFILE OF MOTIVATIONAL GROUP TYPES

Given these motivational group types, further analysis was conducted on the visitor profile characteristics. Complete tables by these groups are included in Appendix IV.

In general, the groups were not distinctly different from each other with respect to description of the visiting group or its age composition. However, there were some traits that did differ in degree between the groups. The following

Exhibit 5: Party Composition and Origin by Motivational Group Types

	Learning Enthusiasts n=247	History Buff n=150	Entertainment Seekers n=137	Casual Visitors n=221
TYPE OF GROUP (n=755)	%	%	%	%
Alone	4	2	1	4
Family with children	44	39	44	39
Organized group	5	2	1	1
Couple	33	43	31	40
Friend/relatives	14	14	22	15
AGE COMPOSITION OF GROUP (n=727)	%	%	%	%
Adults with young children (0-12) only	20	20	27	24
Adults with young people (0-21)	20	19	15	15
Young people only (0-21)	5	1	3	2
Young adults only (22-35)	29	29	24	33
Adults (36+)	27	32	31	25
AVERAGE NUMBER IN GROUP (n=727)				
Children	.9	.6	.7	.7
Young (13 to 21 years)	1.0	.3	.2	.4
Adult	2.4	2.9	2.3	2.1
Total Group	4.3	3.8	3.2	3.2
ORIGIN (n=749)	%	%	%	%
Local area	22	13	23	16
Other Canada	34	34	25	32
United States	36	44	42	39
Other International	8	10	11	13

discussion highlights some observed differences.

For all groups, families with children and couples were the most frequently type of group that visitors came with to Fort George. However, some differences are observable from Exhibit 5:

- History Buffs were more likely to report that they visited as a couple (43%) than with a family (39%).
- Entertainment Seekers were also more likely than the other groups to report that they travelled with friends and relatives.

With respect to the age composition and size of the group, there were some differences.

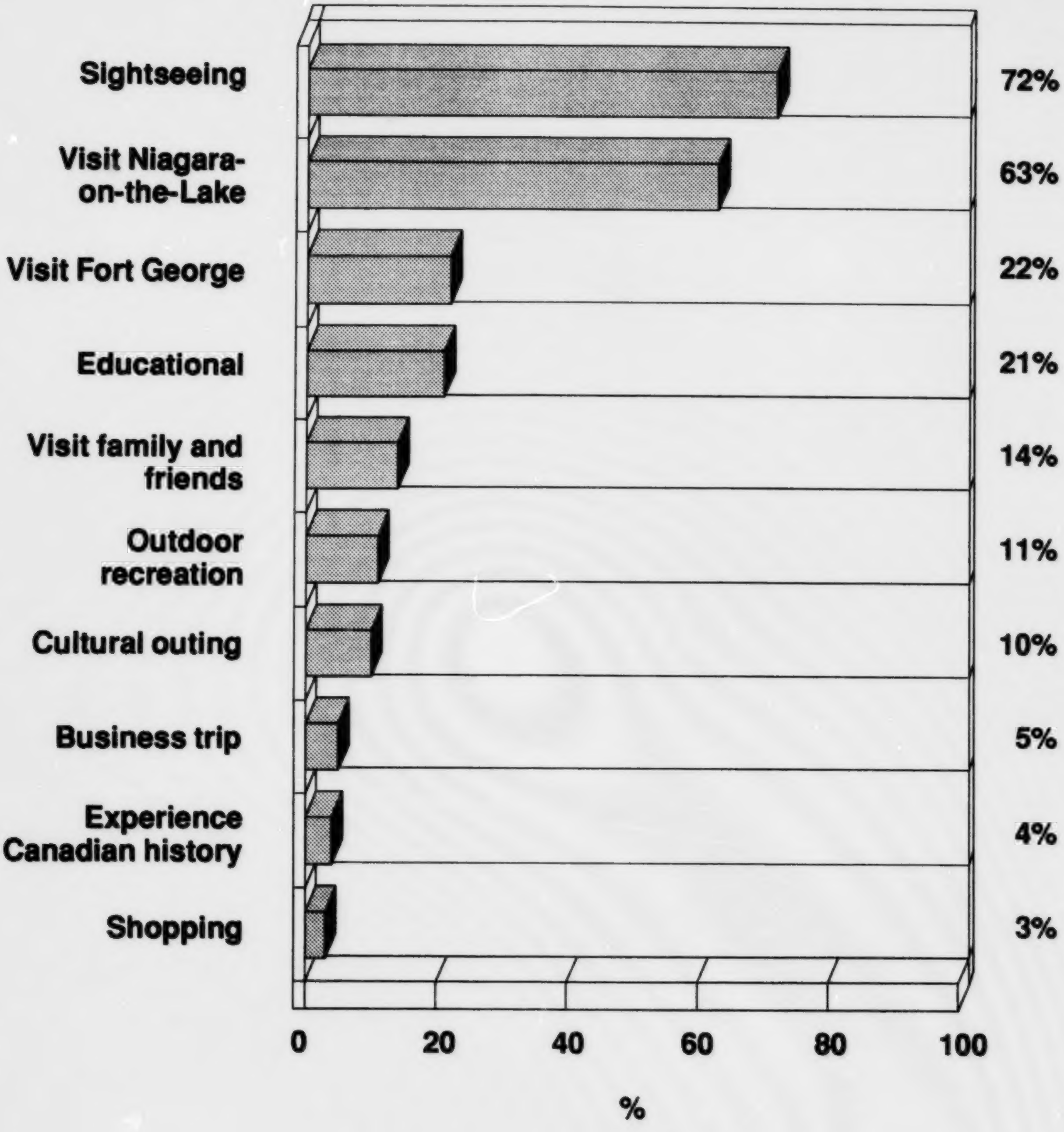
- Learning Enthusiasts on average had larger group sizes. Their groups also had a higher number of children and young people between 13 and 21 years.
- History Buffs had on average a higher number of adults in their groups.
- Of the groups that contained adults only, there was a higher incidence of groups in the older age brackets for the History Buffs compared to the others.
- There was a higher incidence of young adults in the Casual Visitors.

Some interesting differences emerged when the motivational groups were analyzed by their origin.

- Learning Enthusiast and Entertainment Seekers were more likely to be from the immediate area.
- Entertainment Seekers were less likely to be from other parts of Canada.
- History Buffs were more likely to be from the United States and other parts of Canada.

Exhibit 6 — Purpose of Trip

[illegible]



n=922

4.
PROFILE OF TRIP TO NIAGARA-ON-THE-LAKE

Purpose of Trip

Visitors to Fort George were asked what the purpose of their trip was. More than one purpose was accepted in response. As presented in Exhibit 6, more than two thirds of the visitors reported that sightseeing and visiting Niagara-on-the-Lake. The next most frequently mentioned purpose was Fort George (21%) and educational purposes (12%).

When examining the purpose by the season, two thirds of all spring, summer and fall visitors emphasized sightseeing as the purpose of their trip. The one major difference is the fact that only 28% of the spring visitors reported that visiting Niagara-on-the-Lake was a purpose of their trip. This is in direct contrast to summer and fall visitors where 70% and 94% reported visiting Niagara-on-the-Lake.

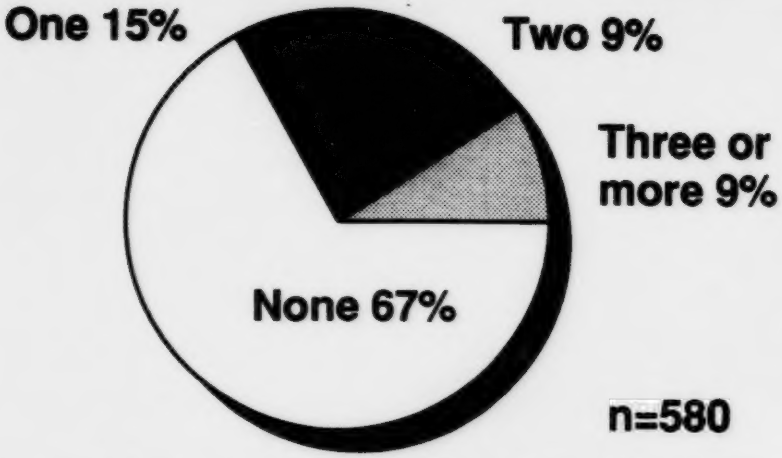
By origin of the visitor, two-thirds to three-quarters of visitors again identified sightseeing as a purpose of their trip. Visitors from the local area were more likely than visitors from elsewhere to report that visiting Niagara-on-the-Lake was a purpose of their trip; 83% compared to just under 60% of visitors from other parts of Canada, the United States and elsewhere. Local visitors were also more likely than the other groups to report that visiting Fort George was a purpose of their trip than other groups; 46% compared to less than a 20% of all the groups.

For different motivational groups, the purpose of their trip did not differ significantly. Approximately three quarters of all the groups identified sightseeing as the purpose of their trip. Over half of the Casual Visitors and approximately two thirds of the other groups reported that visiting Niagara-on-the-Lake was also their purpose. Twenty eight percent of Learning Enthusiasts reported that education was also a purpose of their trip compared to less than a fifth of the other groups who reported this as a purpose.

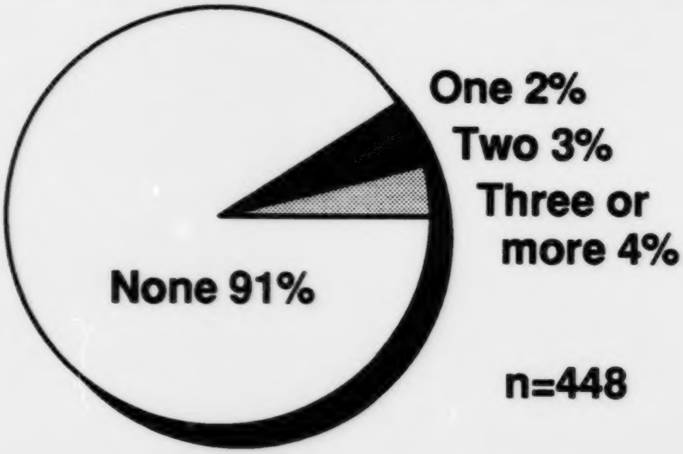
Length of Trip

If they were not from the immediate area, visitors were asked how many nights they would be away in total on this trip and how many they would be staying in Niagara-on-the-Lake, St. Catharines and Niagara Falls.

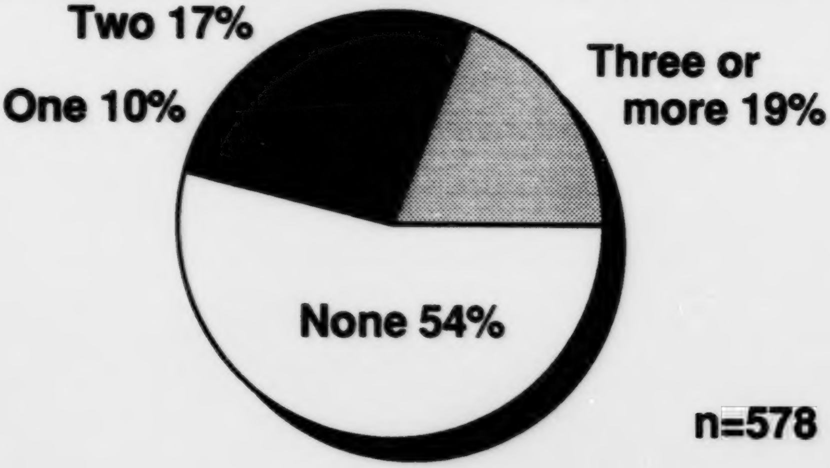
Exhibit 7 — Nights Spent in Niagara-on-the-Lake



Nights Spent in St. Catharines



Nights Spent in Niagara Falls



Overall, 20% indicated that they would not spend any nights away, 30% indicated that they would spend one or two nights away, 26% reported between three and six nights, and 24% would spend seven nights or more away from home. Exhibit 7 presents a similar breakdown for nights spent in Niagara-on-the-Lake, St. Catharines and Niagara Falls.

It is clear that Niagara-on-the-Lake, St. Catharines and Niagara Falls were stopovers on a bigger trip. Just under half the visitors, 45%, were spending at least one night in Niagara Falls. Fewer visitors, 32%, stayed over in Niagara-on-the-Lake, and only 9% were staying in St. Catharines. This conclusion does not alter when these results are examined by season, origin and motivational group.

With respect to the length of the trip, visitors in the spring tended to take shorter trips than visitors in the summer and fall; only 73% of visitors in spring reported that they were staying at least one night away from home compared to 80% of summer visitors and 89% of fall visitors. A small proportion of spring visitors 41%, were taking trips of three nights or more away from home compared to 54% and 52% respectively of summer and fall visitors.

The number of nights spent in Niagara-on-the-Lake, St. Catharines, and Niagara Falls did not vary from the overall results with one exception. A slightly higher proportion, 45%, of visitors in spring reported that they were spending at least one night in Niagara-on-the-Lake in contrast to 37% and 34% of summer and fall visitors respectively.

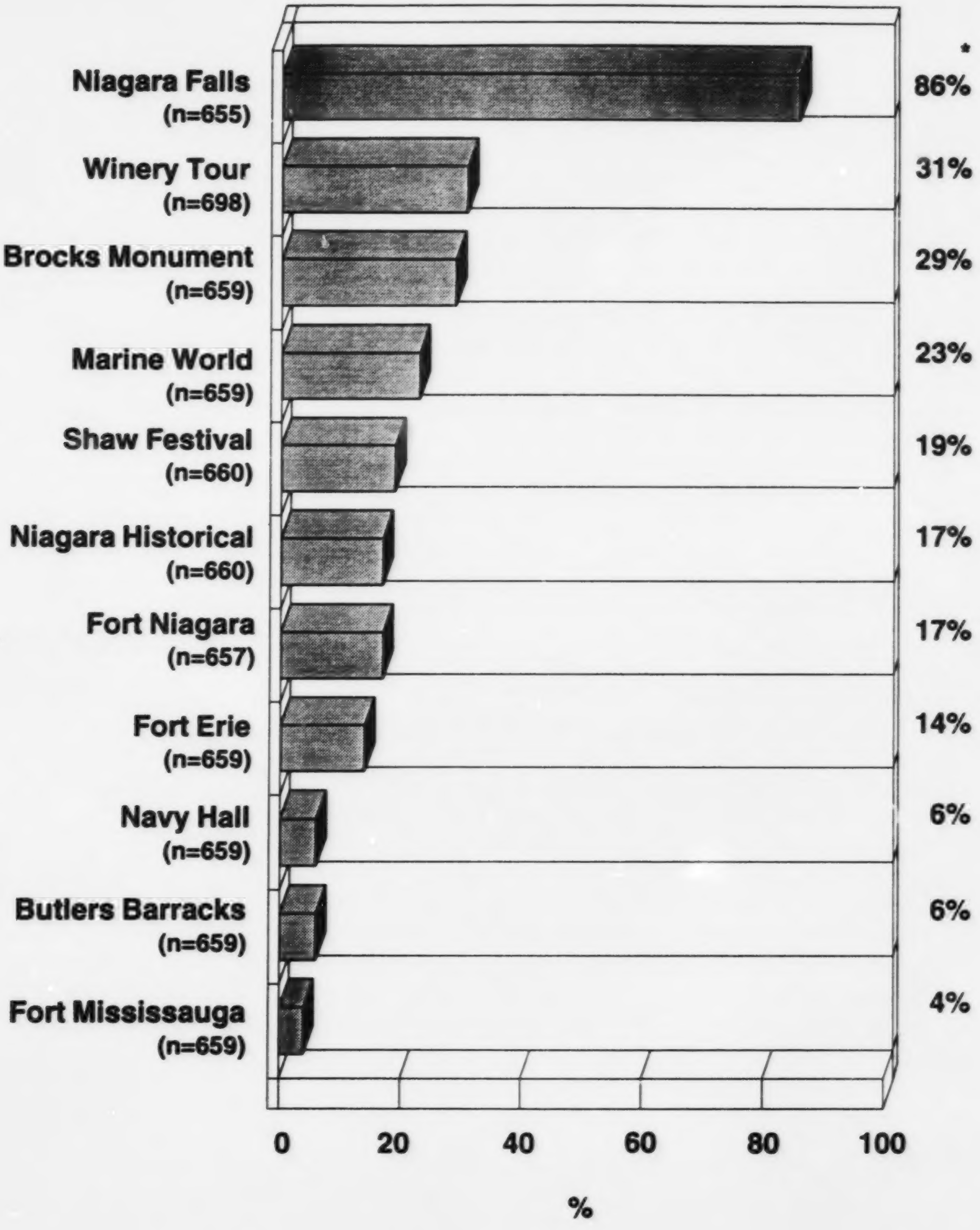
Variations in the length of the total trip did vary by origin. A smaller proportion of visitors from other parts of Canada, 29%, were spending three nights or more away from home compared to 59% of American visitors and over three quarters of the visitors from other countries. With respect to the nights spent in Niagara-on-the-Lake, St. Catharines and Niagara Falls, there were no significant differences from the overall results with the exception that:

- Visitors from the United States were less likely to spend a night in Niagara-on-the-Lake; 76% reported they were spending no nights compared to only 44% of Canadian and other international visitors; and

- Visitors from the United States were more likely to stayover in Niagara Falls; 54% reported they were spending at least one night compared to 34% and 42% of other Canadian and other international visitors.

When the length of trip was examined by the motivational group type, there were no significant differences. Neither were there significant differences observed in the number of nights stayed in Niagara-on-the-Lake, St. Catharines and Niagara Falls between the groups.

Exhibit 5 — Participation in Other Activities



* Percentages represent visitors from outside the local region who were aware of the attraction, and were going to visit it.

Participation in Activities at Other Attractions During the Trip

Visitors from outside the local area were asked if they were aware of and if they had visited or planned to visit a number of attractions in the Niagara Region on their trip. Exhibit 8 presents the proportion of visitors who had or were going to visit. The majority of all visitors were planning to visit Niagara Falls on this trip. For the other attractions, however, less than a third had planned to visit them on this trip.

The level of awareness about these attractions varied considerably. In general, there is an inverse relationship between the awareness of an attraction and the likelihood a visitor planned to visit that attraction:

- Approximately two thirds of the visitors were unaware of Butler Barracks, Fort Mississauga and Navy Hall (67%, 65% and 64% respectively).
- Approximately a third were unaware of the Brock Monument and the Niagara Historical Society (35% and 30% respectively).
- Of the remaining attractions, three quarters or more of the visitors were aware; 75% knew of Fort Erie, 76% were aware of the Shaw Festival, 80% were aware of Fort Niagara, 86% were aware of the Winery Tour and Marine World and 89% were aware of Niagara Falls.

Though the results of participation in other activities by season reflect the overall results, some slight differences by season were observed:

- Visitors in the spring were more likely to visit the Shaw Festival (33% compared to 14% and 8% of the summer and fall visitors) and Marine World (33% compared to 20% and 12% of the summer and fall visitors); and
- Fall visitors were more likely to be aware of and less likely to visit Fort Niagara, Brocks Monument, the Shaw Festival, Marine World and Fort Erie.

With the exception of Niagara Falls, there were no statistically significant differences in the proportion of visitors who visited other attractions. With the one exception, a smaller majority of Canadian visitors, 75%, planned to visit Niagara Falls on their trip compared to 91% and 100% respectively of visitors from the United States and elsewhere.

Overall, the level of awareness by origin also mirrored the final results. However, with respect to some attractions, Canadian visitors were more likely to be aware of them than their counterparts from the United States and elsewhere. Specifically, just under half of Canadian visitors (46%, 45% and 46% respectively) were aware of Butlers Barracks, Navy Hall and Fort Mississauga compared to between a quarter and a third of the visitors from the United States and elsewhere.

Somewhat surprisingly, the level of visitation to other attractions by motivational groups did not differ greatly from the overall results. A slightly higher proportion of Historical Buffs reported visiting Fort Niagara (22% compared to 12% and 17% of the Entertainment Seekers and Casual Visitors groups), Brocks Monument (34% compared to 18% and 26% of the Entertainment Seekers and Casual Visitors) and Navy Hall (12% compared to 3% and 4% of the Entertainment Seekers and Casual Visitors). However, there were not any significant differences in the proportion of visitors who were aware of different attractions by motivational group.

Expenditures During the Stay

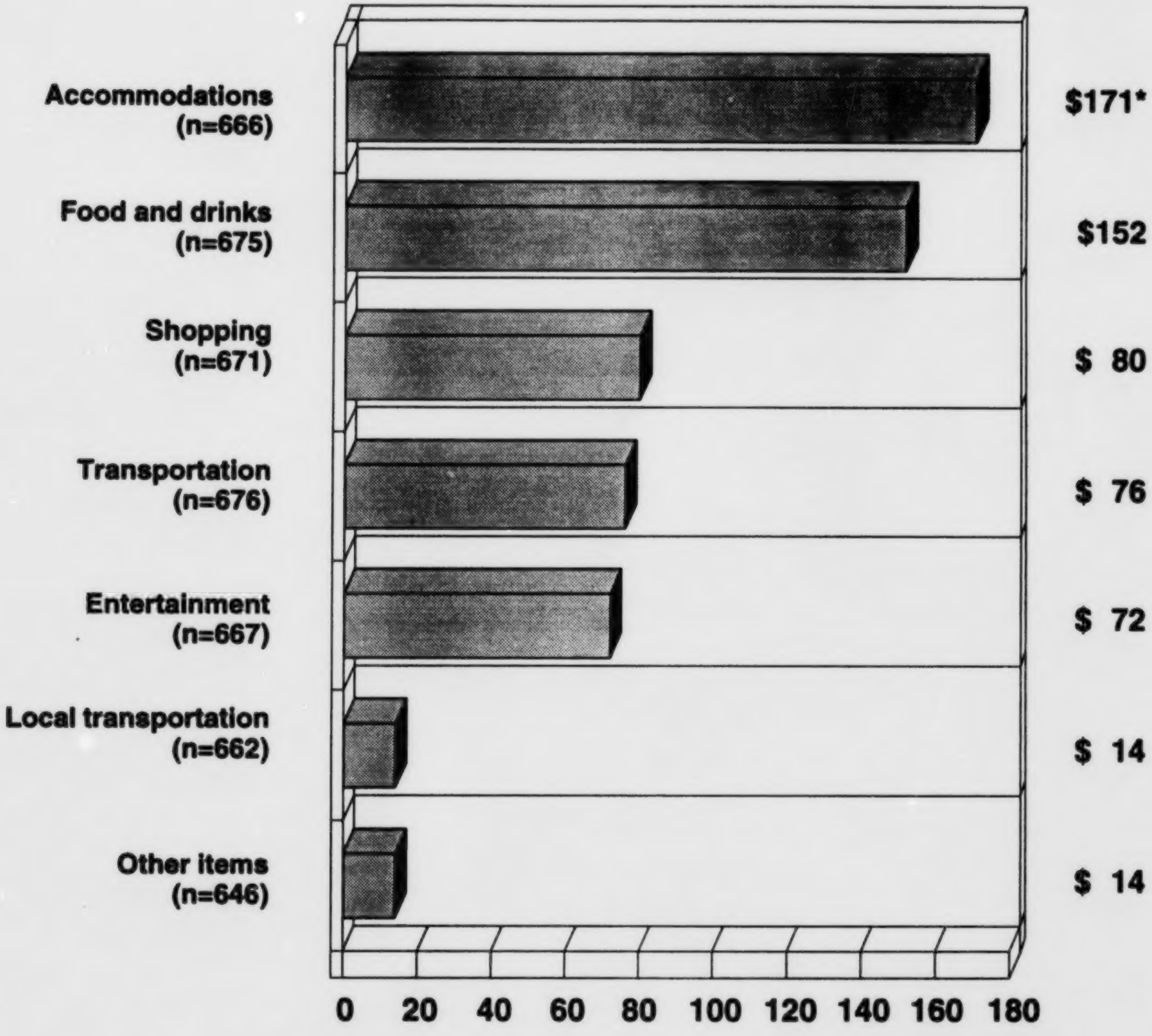
Visitors from outside the local area were asked to estimate how much they would personally spend for themselves and their group on transportation to and from the Niagara Region, accommodation, local transportation and parking, food and drinks, entertainment, shopping, and any other expenses. Exhibit 9 presents the average expenditure during for each item during their stay in the area. Accommodation and food and drinks are the two highest items among those who reported expenditures on these items. Exhibit 10 presents the average expenditures by season of visitation, origin of the visitor and by motivational group.

Visitors in the spring spend less on accommodation and food and drink than visitors in the summer and fall on average. This reflects the fact they are also more likely not to be stopping over in the area. Learning enthusiasts also differed from other motivational groups; they had higher average expenditures in these two categories.

Visitors from other parts of Canada on average had lower expenditures than visitors from the United States or other parts of the world for accommodation, food and drink, shopping and transportation.

Exhibit 9 Average Spent For

c\c-parts\loiselle\91



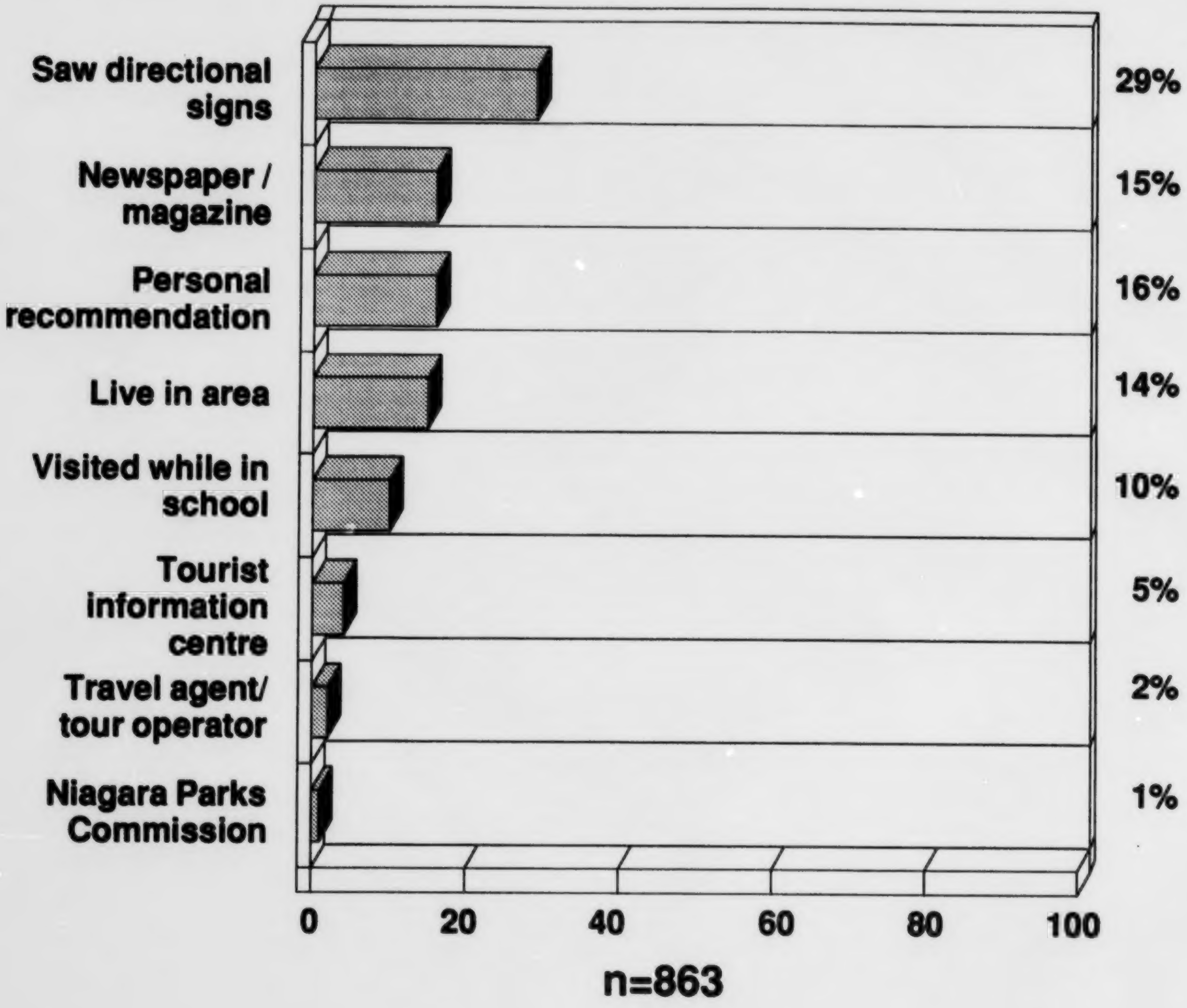
* Only visitors from outside the local region were asked for information on expenditures they spent for themselves and their group.

Exhibit 10: Average Expenditures During Stay in the Area of Travel Party

	Accommodations	Food & Drink	Shopping	Transportation	Entertainment
By Season: (n=670)					
Spring	148.76	122.45	83.62	91.94	73.88
Summer	168.93	173.91	81.73	58.63	82.67
Fall	217.65	140.47	65.15	108.47	36.33
By Origin: (n=671)					
Other Canada	126.55	122.87	72.93	42.84	69.04
United States	208.64	163.61	79.88	66.51	76.31
Other International	178.54	211.47	104.54	151.17	70.89
By Motivational Group: (n=599)					
Learning Enthusiasts	199.08	174.95	86.30	80.26	63.52
History Buffs	165.47	135.05	104.17	82.08	66.81
Entertainment Seekers	156.48	144.33	53.74	48.51	63.26
Casual Visitors	160.05	135.15	52.62	105.62	63.92

Exhibit 11 — How Heard About Fort George

c\o-parks\[illegible]\91



5.
PROFILE OF VISIT TO FORT GEORGE

Source of Awareness

Visitors were asked how they heard about Fort George. Exhibit 11 lists the responses in descending order of frequency. The most frequently mentioned response was that they saw the directional signs to Fort George. Fifteen percent reported that they heard about it from reading a newspaper or a magazine. Personal recommendation or live in the area was reported 15% each.

The responses by season of visitation in general mirrored the overall responses. Visitors in spring were less likely to identify the directional signs (23%) however, the slight differences in other responses were not significantly different.

There were differences however when the results by origin were examined. Not surprisingly, 40% of visitors to Fort George from the local area responded that they lived in the area and 23% reported that they had visited the Fort while in school. For other visitors, the most frequently mentioned response was still seeing the directional signs. Personal recommendation and newspaper or magazines were the next most frequently mentioned for visitors from other parts of Canada, the United States and elsewhere.

For the different motivational groups, their responses mirrored the overall responses. Casual Visitors and Entertainment Seekers were more likely to mention the directional signs than Learning Enthusiasts and History Buffs (35% and 40% compared to 27%) but the directional signs were still the most frequently mentioned response for all the groups.

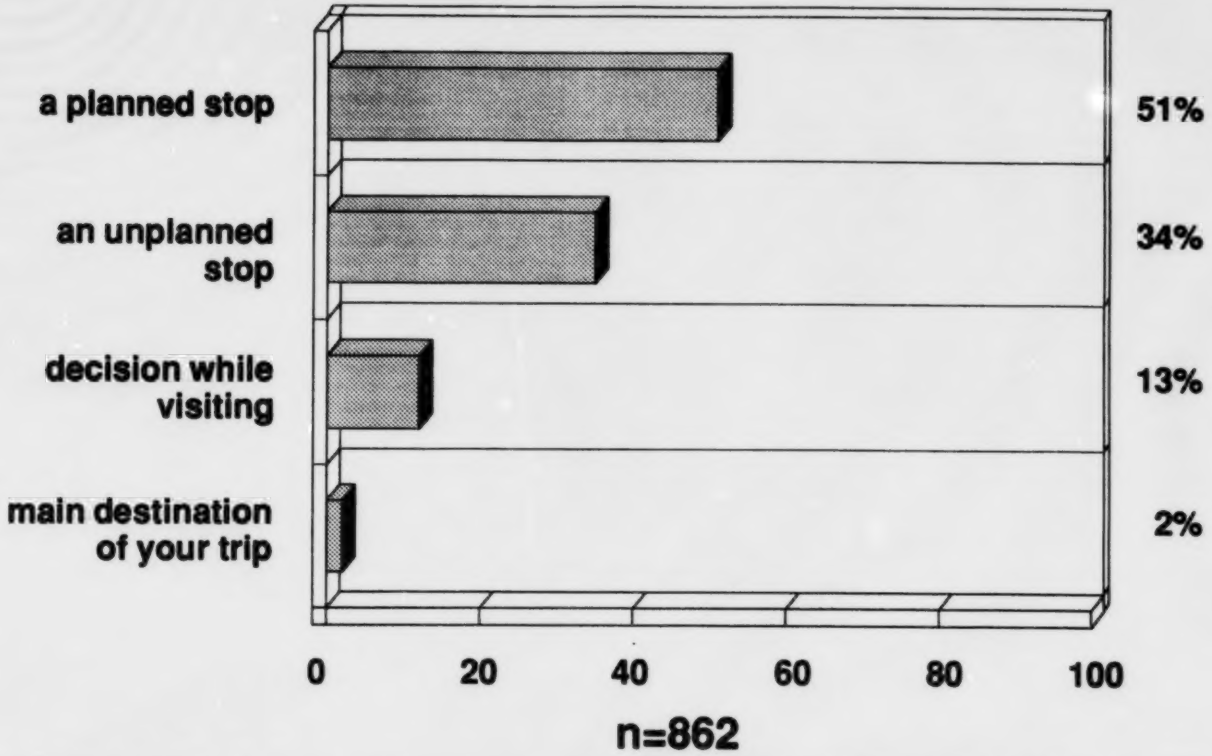
Influencing Factors in Decision to Visit

Visitors were questioned on their decision to visit Fort George. They were asked if Fort George was planned, when their decision was made to visit and how important certain factors were in their reason to visit.

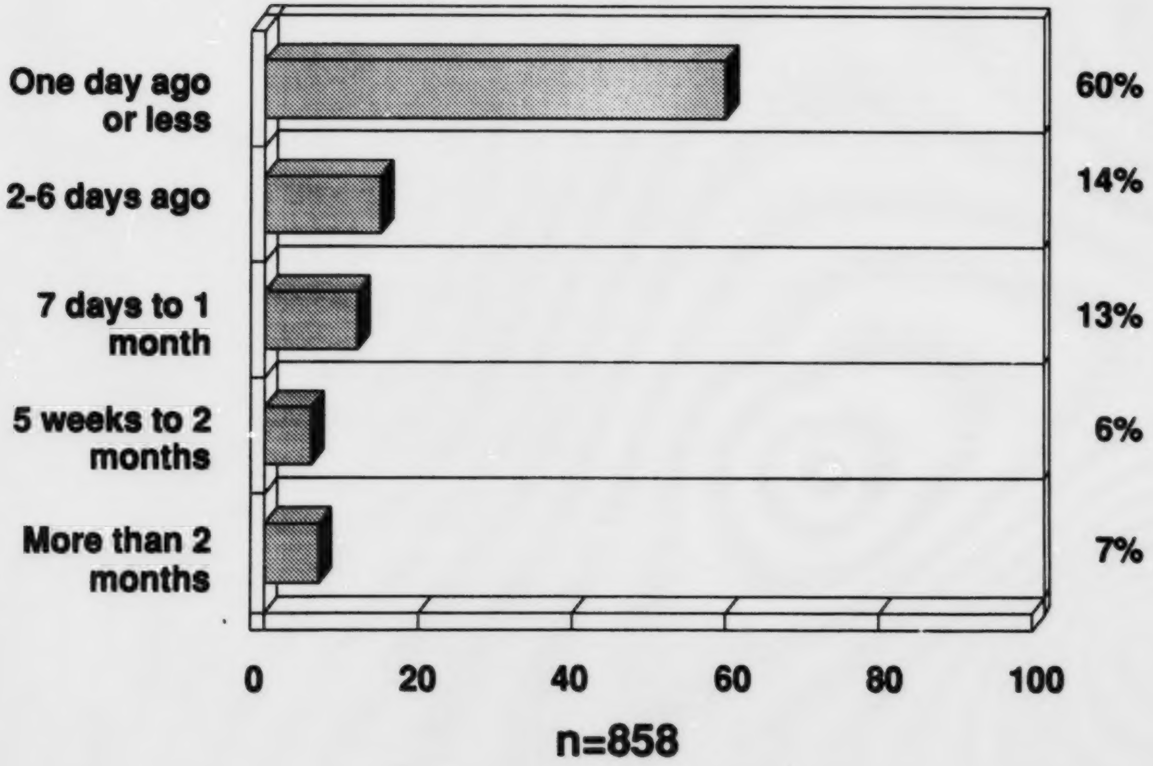
Decision to Visit:

As presented in Exhibit 12, half of the visitors responded that Fort George was a planned stop on their trip compared to a third for whom Fort George was an unplanned stop and 13% who made the decision to visit while visiting the area.

Exhibit 12 — Was Fort George ...



When Decision to Visit Fort George was Made



For 60%, they made the decision to visit Fort George a day before their visit or less. Only 26% of visitors reported that their decision had been made more than a week in advance of their actual visit to the Fort.

The results when examined by season of visitation, origin of the visitor and motivational group mirror the overall results but present some interesting variations:

- A higher proportion of visitors in the summer and fall reported that Fort George was an unplanned stop (40% and 37% respectively compared to 20% of visitors in spring). A higher proportion of visitors in spring made their decision to visit while in the area.
- Less than half of the visitors from the United States and elsewhere reported that Fort George was a planned stop. More than half of the Canadian visitors (local and from other parts) reported that Fort George was a planned stop.
- Less than half of the Casual Visitors and Entertainment Seekers reported that Fort George was a planned stop in contrast to the well over half of the Learning Enthusiasts and the History Buffs.
- Entertainment Seekers were more likely than the other groups to respond that Fort George was an unplanned stop (51% compared to a third or less of the groups). They also made their visit very quickly after their decision was made, 84% responded that they visited Fort George within a week of their decision to visit.
- Casual Visitors were more likely than the other groups to make the decision to visit while in the area (23% compared to 18% of History Buffs and 6% of Learning Enthusiasts and Entertainment Seekers).

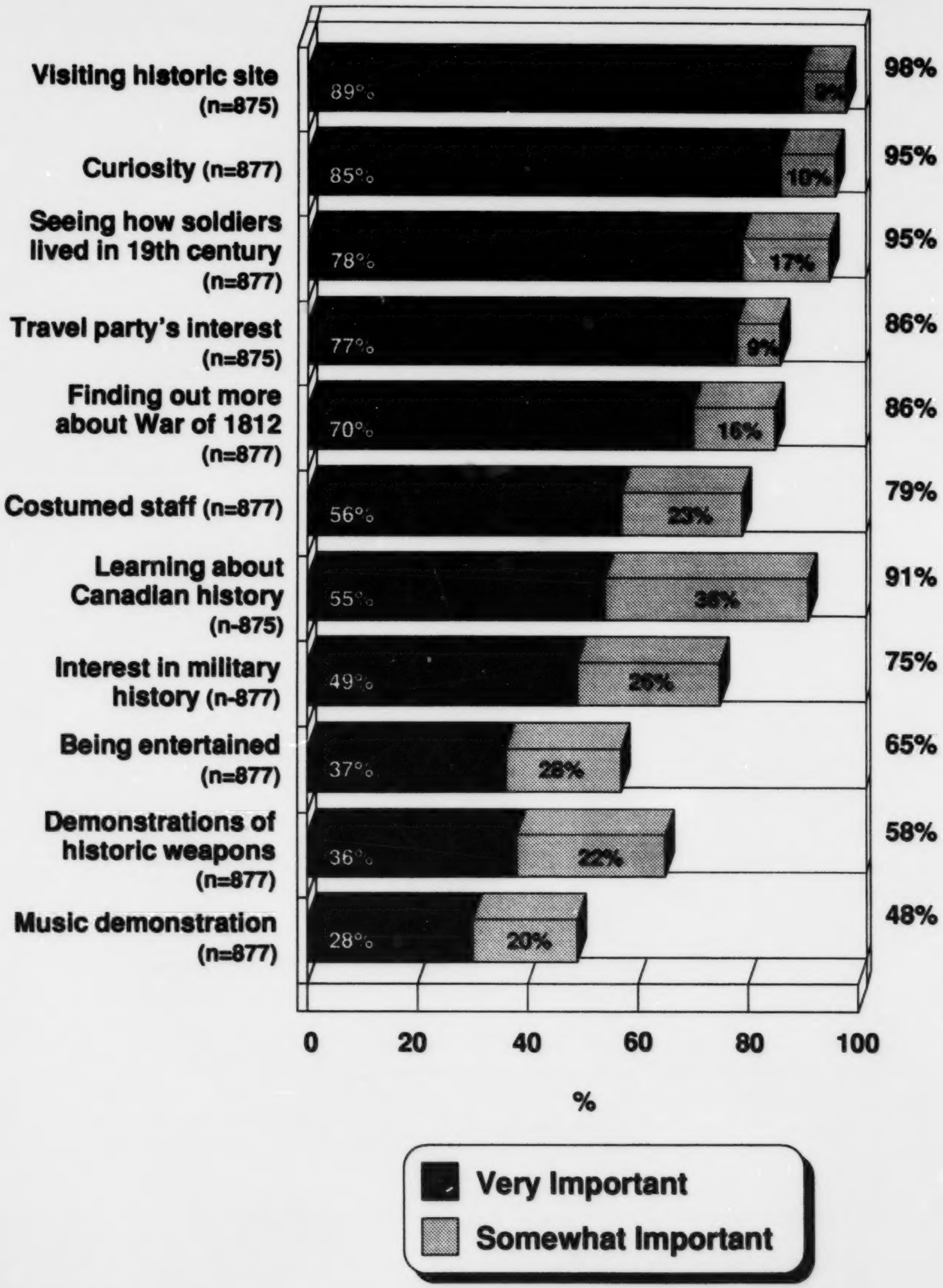
Importance of Factors:

Visitors were asked how important certain factors were in their decision to visit Fort George. They rated each response as either very important, somewhat important or not at all important. Exhibit 13 presents the percentage of visitors who responded that a factor was very or somewhat important.

Over three quarters of respondents identified visiting a historic site, curiosity, seeing how soldiers lives and their travel parties' interest as being very important. With the exception of the music and historic weapons demonstrations, all the factors were important to two-thirds of the respondents.

With the exception of the music demonstration, the results did not differ significantly when examined by season of visitation. The majority of visitors in the fall, 61%, responded that the music demonstration was somewhat or very important in their decision to visit Fort George in contrast to only 49% of visitors who felt similarly in the spring.

Exhibit 13 — Factors in Decision to Visit Fort George



The results by origin of the visitor also reflect the overall findings and do not vary significantly.

When the results are examined by motivational group, the results do vary considerably. Given that the motivational groups were generated by factor analysis on these variables, this is an expected result. Interesting observations on the importance of the factors in the decision to visit Fort George are discussed below.

- Factors related to history such as learning about Canada's History, seeing how soldiers lived, costumed staff, learning more about the War of 1812 were very important to at least three-quarters of the Learning Enthusiasts and History Buffs. In contrast, these factors were not very important to Entertainment Seekers and Casual Visitors despite the fact that over three-quarters indicated that visiting a historic site was very important in itself.
- Over 90% of Entertainment Seekers and Learning Enthusiasts reported that their travel parties' interest was a very important factor in their decision. This was of lesser importance to History Buffs and Casual Visitors.
- Music and weapon demonstration were also very important to both half of the Entertainment Seekers and Learning Enthusiasts. Over 80% of the History Buffs and Casual Visitors responded that it was not at all important.
- For all groups, curiosity was an important motivating factor. Over 80% of visitors in the groups reported that it was very important.

Length of Stay

Exhibit 14 reports the amount of time visitors took to complete their tour of Fort George. The majority of visitors, 65%, complete their visit in one and half hours. Overall, the average length of a visit is 89 minutes.

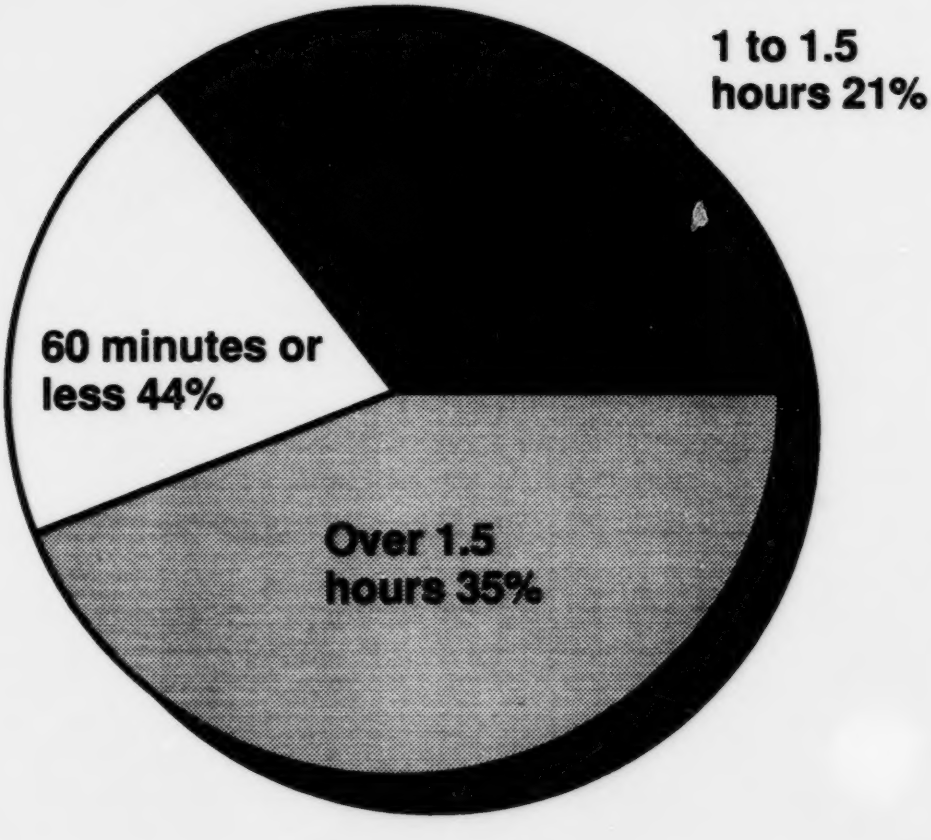
Differences in the length of time between visitors of different seasons, origin and motivational group type were not statistically significant.

Level of Satisfaction

Exhibit 15 presents the level of satisfaction associated with the services and facilities. Visitors were asked how satisfied they were with the services and facilities at Fort George. They rated each response as either very satisfied, somewhat satisfied, not at all satisfied or did not use or notice. They were also asked if they agreed with a series of statements that might impact on their enjoyment of the sight. Finally, they were asked to comment on what they liked most, least and how their visit might have been improved.

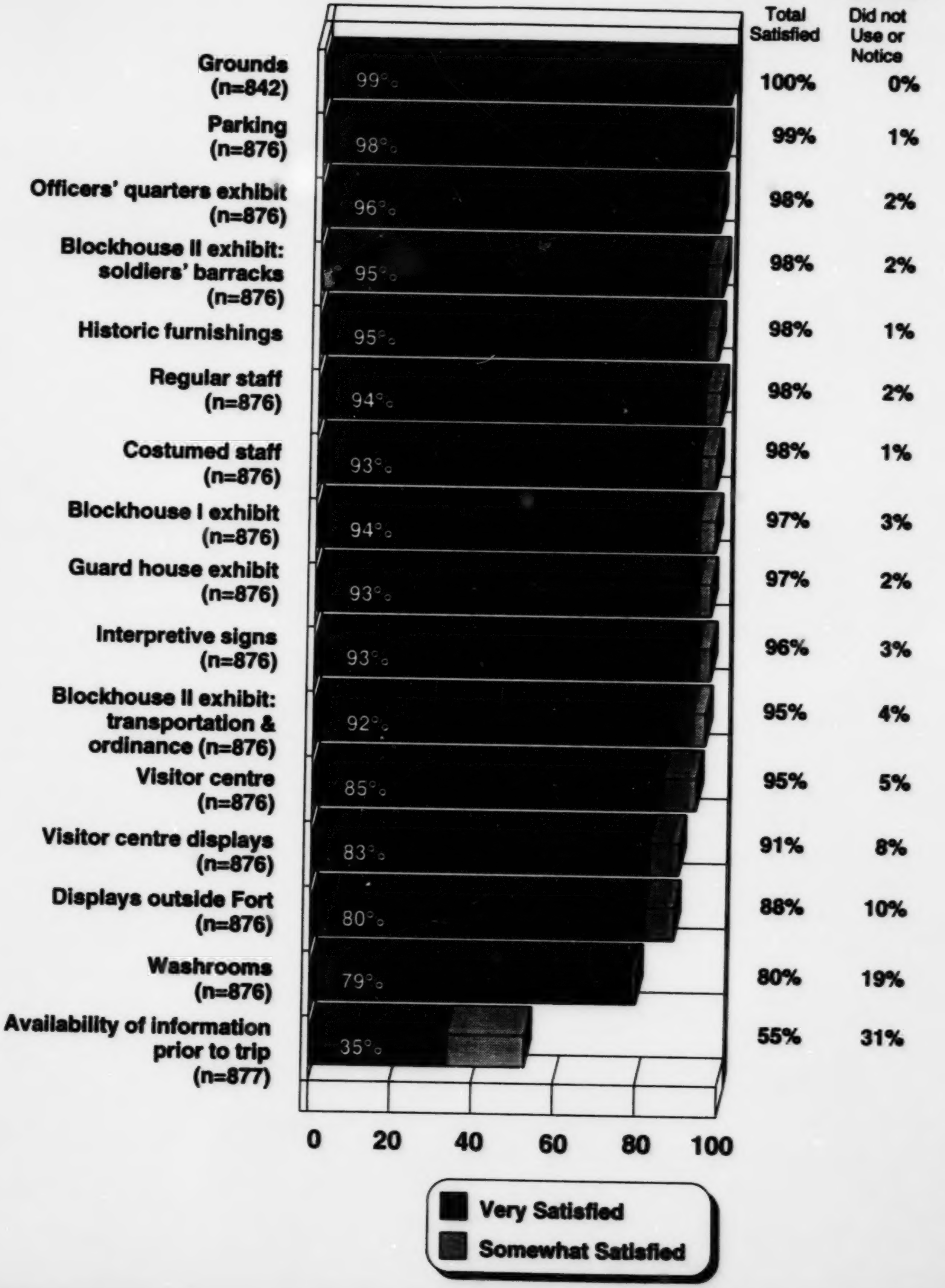
Exhibit 14 — Time Spent at Fort George During Visit

[illegible]



n=509

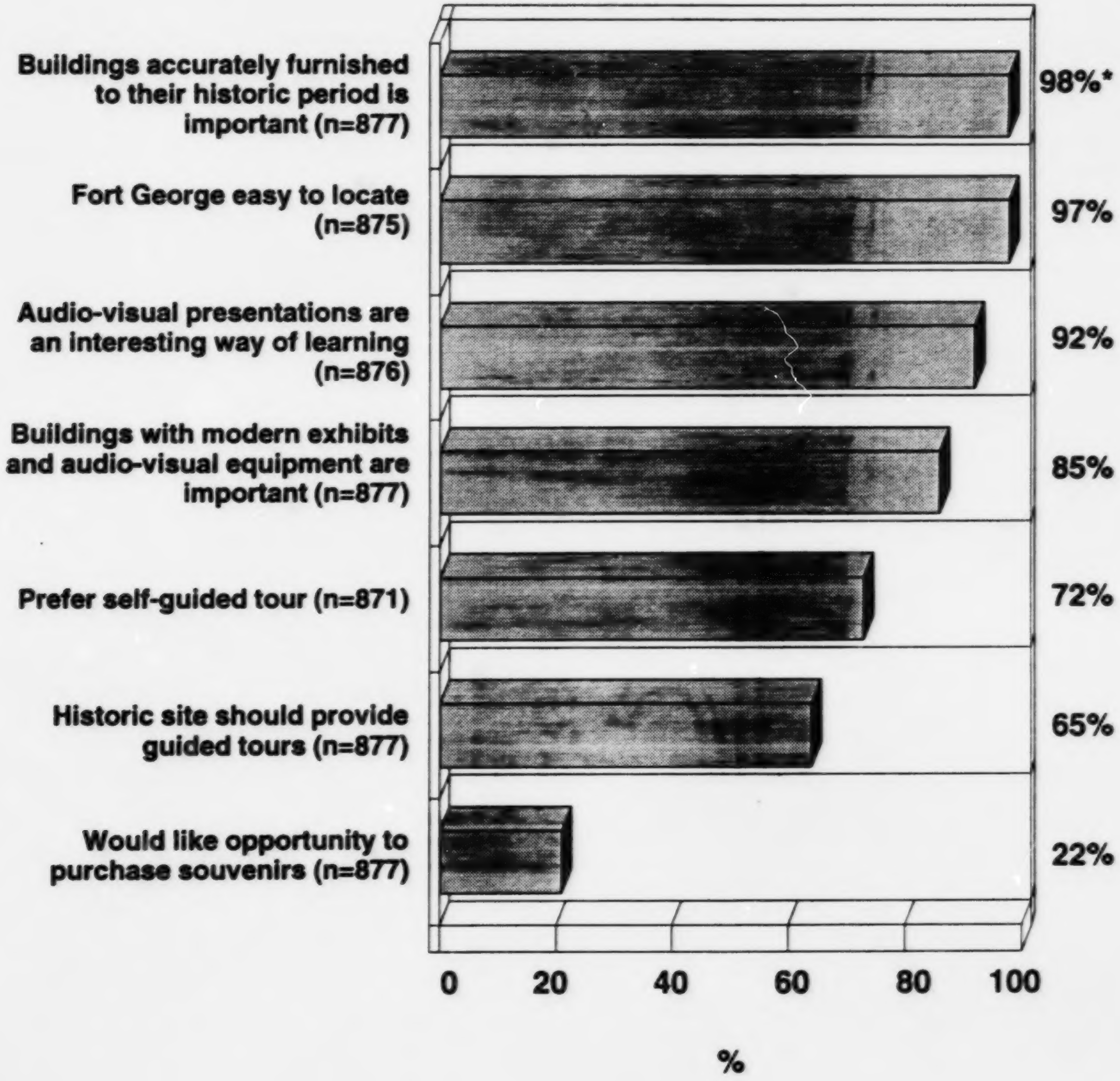
[illegible]



Total Satisfied
Did not Use or Notice
Grounds (n=842)
99%
100%
0%
Parking (n=876)
98%
99%
1%
Officers' quarters exhibit (n=876)
96%
98%
2%
Blockhouse II exhibit: soldiers' barracks (n=876)
95%
98%
2%
Historic furnishings
95%
98%
1%
Regular staff (n=876)
94%
98%
2%
Costumed staff (n=876)
93%
98%
1%
Blockhouse I exhibit (n=876)
94%
97%
3%
Guard house exhibit (n=876)
93%
97%
2%
Interpretive signs (n=876)
93%
96%
3%
Blockhouse II exhibit: transportation & ordinance (n=876)
92%
95%
4%
Visitor centre (n=876)
85%
95%
5%
Visitor centre displays (n=876)
83%
91%
8%
Displays outside Fort (n=876)
80%
88%
10%
Washrooms (n=876)
79%
80%
19%
Availability of information prior to trip (n=877)
35%
55%
31%
0
20
40
60
80
100
Very Satisfied
Somewhat Satisfied

Exhibit 16 – Factors of Importance in the Enjoyment of a Visit to a Historic Site

[illegible]



* Percentages represents visitors who agreed that they would enjoy a service or feature at a historic site.

Satisfaction with Services:

Overall, visitors were satisfied with the majority of services of facilities at Fort George with the one exception of the availability of information prior to the trip. Only 55% were very or somewhat satisfied. Of the remainder, 14% were not at all satisfied and 31% had not used the information.

With the exception of the availability of information prior to the trip to Fort George, the high level of satisfaction ratings for the services and facilities are consistent across visitors of different origin, season of visitation and motivational group type.

With respect to the availability of information, some differences between the groups were evident:

- Visitors in the spring were more likely to use the information (only 17% had not used it). Visitors in the summer and fall were far less likely to use the information with 39% and 28% respectively reporting that they had not used it.
- Considering only those visitors who had used the information, visitors in the spring and fall expressed higher levels of satisfaction 84% and 83% were somewhat or very satisfied compared to 74% of the summer visitors.
- Learning Enthusiasts were the most likely and Casual Visitors were the least likely to report that they had used the information; 75% and 57% respectively had used it.

Other Factors of Importance in the Enjoyment of a visit to a Historic Site:

Visitors were asked if they agreed with a series of statements on services or aspects of a visit to a historic site that would impact their level of enjoyment of the site. Exhibit 16 presents the percentage of respondents that agreed with the statement.

The majority agreed with all the statements except for one. Only 22% agreed that they would like an opportunity to purchase historic souvenirs at an historic site.

The results did not differ significantly between visitors of different origins, motivational group or season of visit for most of the statements. The few exceptions are described below.

- A slightly higher proportion (one third) of visitors in the spring agreed that they would like to buy souvenirs compared to less than a fifth of visitors from the summer and fall.
- A larger majority of visitors in the spring, 75%, agreed that guided tours should be provided at historic sites compared to 59% and 67% of summer and fall visitors respectively. Not surprisingly, a smaller majority of spring visitors, 63% agreed that they preferred a self-guided tour compared to 75% of summer and fall visitors.
- A larger majority of Canadian visitors, 70%, agreed that guided tours should be provided compared to only 56% of

Exhibit 17

WHAT DID YOU LIKE MOST ABOUT YOUR VISIT TO FORT GEORGE

	n=707
HISTORICAL ASPECT	92
EVERYTHING	91
DISPLAYS/EXHIBITS/PRESENTATIONS (educational, informative)	81
SPECIFIC ROOMS (kitchen, officer's quarters)	75
STAFF (costumed, friendly, well informed)	63
LOCATION/SETTING (easy access, cleanliness of grounds)	61
LAYOUT (easy to move around, relaxing, work at own pace)	47
BUILDINGS (blockhouse, barracks, blacksmith jail)	46
AUTHENTICITY	44
ARTIFACTS/SPECIFIC OBJECTS (guns, cannons)	29
ATMOSPHERE/AMBIANCE	20
OTHER	58

Exhibit 18

WHAT DID YOU LIKE LEAST ABOUT YOUR VISIT TO FORT GEORGE

	n=198
LACK OF DISPLAYS/DEMOS/ACTIVITIES	29
NOT ENOUGH STAFF/PROBLEMS WITH STAFF (costumed staff)	28
LACK OF PICNIC/REST AREAS (food, water fountains)	19
BUILDINGS/ROOMS (specific buildings and rooms)	18
RESTRICTION OF GROUNDS	16
WEATHER (wind, heat, cold)	14
WALKING (stairs, too much walking)	11
SIGNS (not enough, more detailed, washrooms)	11
GIFT SHOP (costly)	6
OTHER	46

Exhibit 19

HOW MIGHT YOUR VISIT TO THE SITE HAVE BEEN IMPROVED

	n=316
MORE STAFF (costumed, performing, more guided tours)	66
MORE PERFORMANCES/DEMONSTRATIONS	65
MORE REENACTMENT OF EVERYDAY LIFE	45
MORE INFORMATION (advertising, prior to visit, time of demos, signs)	38
REST AREAS/COFFEE SHOP/SOUVENIR SHOP (more water fountains)	37
BUILDINGS/ARTIFACTS (visit all floors)	17
MORE TIME	14
WEATHER	11
OTHER	23

visitors from outside North America. Also, a smaller majority of Canadian visitors, 65%, agreed that they preferred a self-guided tour compared to 80% of visitors from outside North America.

- Likewise, a larger majority of Learning Enthusiasts and History Buffs, 69% and 72%, respectively agreed that guided tours should be provided compared to 58% of Entertainment Seekers and Casual Visitors. For self-guided tours, however, the reverse does not hold true; a large proportion of Learning Enthusiasts and History Buffs preferred self-guided tours.

Comments:

When asked what they liked most about their visit, 75% of the visitors took the opportunity to express themselves. Fewer visitors, only 21%, offered a comment on what they liked least. The responses were varied and diverse. They are presented in Exhibits 17 and 18.

When asked how might their visit been improved, 33% of the visitors offered a comment. Of these, over half the comments suggested that more resources should be devoted to increase staffing, performances and demonstrations. Exhibit 19 presents these comments.

Propensity to Visit

The frequency of visitation to Fort George was recorded through questions on whether visitors had visited the Fort before, how often and if they planned to visit in the next year.

Overall, the majority of visitors, 85%, had not visited Fort George in the past year. Of the 15% who had visited Fort George, 47% made one trip, 28% made two and 26% made three trip or more to the Fort.

The majority of visitors, 71%, were not planning to visit Fort George within the next year. Fifteen percent were unsure and 14% would be taking a trip. Of the 14% who were planning a trip within the next, 83% would make two or less trips.

Visitors from the local area are more likely to have visited Fort George within the last year; 25% reported that they had compared to less than 15% of visitors from other places. They were also more likely to be making another trip within the next year with 24% responding that they would. Likewise, visitors in the spring were slightly more likely to report that they had visited (20%) and were planning to visit again (26%).

The likelihood of visiting in the future year among visitors of different motivational groups did not differ significantly.

6.
CONCLUSION

Certain fundamental characteristics of the profile, trip and visit do not vary a great deal between visitors from different origins or who visited in different seasons. The segmentation analysis revealed that there are differences among visitors in the reasons that motivate them to visit Fort George. However, even when these groups are examined with respect to their profile, visit and trip, the following basic characteristics remain constant and are shared in common.

- Visitors to Fort George most typically come as a family group or as a couple. The majority of visitors are not local to the area and most report the United States or other parts of Ontario as their home.
- The trip to Fort George is usually one stop on a bigger trip. Very few reported that Fort George was the main destination of their trip. The majority of visitors were also taking trips that included at least one night stopover and sightseeing was their primary intent.
- The decision to visit Fort George is generally planned in advance or made during their trip by over half of the visitors. A third reported that it was an unplanned stop. For most, there is a very short time frame between the time they decide and when they actually visit. Three quarter of the visitors visited the site within a week of their decision.
- The visit to Fort George was for the overall majority a very satisfactory experience.

The segmentation analysis did identify four groups that possessed different motivating characteristics. Even between these groups, there was some overlap in results. Learning Enthusiasts were motivated for both educational and recreational reasons. History, the music and weapon demonstrations were all important factors in their decision to visit Fort George. History Buffs were similar to the Learning Enthusiasts in that the historical reasons were the most important factors in their decision but they differed radically by reporting that the music and weapon demonstrations were not at all important. Entertainment Seekers were the direct opposite of the History Buffs. Casual Visitors shared with the History Buffs their perception regarding the lack of importance in the music and weapon demonstrations in their decision to visit. For all the groups, curiosity and the importance of visiting a historical site were very important to the majority of visitors from all the groups.

THE COOPERS & LYBRAND CONSULTING GROUP

Ken Parent
Partner

APPENDIX I:

SURVEY INSTRUMENT

1991 Visitor Survey — Fort George N.H.S.

Response Record — Daily Log Sheet

Interviewer name : ______________________ Weather code* : (Circle) S C O R

Day of week : ______________________ Temperature : ______________

Date : |____|____|____| Day Month Year Comments : ______________

logsheet/p91

Contact	Response Code			Specific Comments
	Completion	Refusal	Other **	
#1				
#2				
#3				
#4				
#5				
#6				
#7				
#8				
#9				
#10				
#11				
#12				
#13				
#14				
#15				
#16				
#17				
#18				
#19				
#20				
#21				
#22				
#23				
#24				
#25				
#26				
#27				
#28				
#29				
#30				
#31				
#32				

* **Weather Code — S: Sunny C: Cloudy with sunny periods O: Overcast R: Rainy**

** **Other — T: Terminated F: Fatigue / Health LB: Language Barrier**

1991 Visitor Survey — Fort George N.H.S.

Response Record — Daily Log Sheet (Continued)

Back-up	Time	Number of Completes	Initials
#1 #2			

Downloading	Time	Number of Completes	Initials

logsheet/p91

DOE/CPS - 015-04366

The Canadian Parks Service is conducting a survey of visitors to Fort George National Historic Site. The purpose of this survey is to collect information to better to be able to plan for the future of the site. We would appreciate your participation to help in this planning. Thank You.

ALL ANSWERS WILL BE KEPT STRICTLY CONFIDENTIAL

ABOUT YOU

1. Where do you live?

Town/city: ________________
Province/State: ________________
Country: ________________

(if city=Niagara skip 1b,1c,6,7a,7b,19,20)

1a. Indicate sex of respondent M____ F____

2. What is your postal code? (zip code in the U.S.A.)

Postal/Zip Code: ________________

ABOUT YOUR PARTY

3. Which best describes the party you travelled with to Fort George?

1)____ Travelled alone
(skip question 4 if 1 selected)
2)____ Family with children
3)____ Member of a club/organisation
4)____ Couple
5)____ Friends/relatives

(if 3 selected skip questions 5,9,10,14)

4. How many members of your group belong to each of the following categories?

1) 0 - 5 ____
2) 6 - 12 ____
3) 13 - 21 ____
4) 22 - 35 ____
5) 36 - 45 ____
6) 46 - 55 ____
7) 56 - 64 ____
8) 65 and over ____

5. How did you travel to Fort George National Historic Site?

1) Car/Van
2) School Bus
3) Tour Bus
4) Walked
5) Bicycle
6) Other ____________

ABOUT YOUR TRIP **(SKIP QUESTION 6 AND 7 IF YOU LIVE IN THE NIAGARA AREA)**

6. On this trip, how many night(s) did you plan to be away from home?

______Nights

7a) How many night(s) did you be spend in Niagara-on-the-Lake?

______Nights

7b) If you didn't stay in town how many nights did you spend in the immediate area?

______Nights (Niagara Falls) ______Nights St. Catherines
______Nights for other (Please Specify)

8. Which of the following describes the purpose of your trip away from home? (Choose all that apply)

1) Sightseeing/Touring
2) To visit family and friends
3) Shopping Excursion
4) Educational Outing
5) Cultural Outing
6) Outdoor Recreation ____________ (Specify)
7) Business Trip
8) To Visit Fort George
9) To Visit Niagara on-the-Lake
10) To Experience Canadian History
11) Other Purpose __________________ (Please Specify)

About your visit to Fort George:

9. Was Fort George National Historic Site:

1) One of several planned stops?
2) An unplanned stop?
3) The main destination of your trip?
4) A decision made while visiting the Niagara Region?

10. When did you decide to visit Fort George National Historic Site:

1) One day ago or less
2) Two to six days ago
3) seven days to one month ago
4) Five weeks to two months ago
5) More than two months ago

11. Did you visit Fort George in the past twelve months?

Yes _____ How often____
No _____

12. Do you plan more trips to Fort George within the next twelve months?

Yes _____ How Many ____
No _____ Unsure ____

13. How much time have you spent at Fort George during this visit?
______ minutes

14. How did you learn about Fort George?

1. Newspaper/Magazine/Tourist Publication

2. T.V./RADIO

3. Tourist Information Centre

4. Personal Recommendation

5. Travel Agent/Tour Operator

6. Live in area

7. Visited while in school

8. Niagara Parks Commission

9. Saw Directional Signs

10. Other________________

15a) How important were the following in your decision to visit Fort George. Please rate the following statements using the scale of 1-3, where 1 = very important, 2 = somewhat important and 3 = not at all important.

a) I came to Fort George to learn about Canada's history

b) I came because I enjoy visiting historic sites.

b) I came to Fort George to be entertained.

d) I came to Fort George because I have an interest in military history.

e) I came to see costumed staff recreating historic activities.

f) I came to see how soldiers and their families lived in the 19th Century.

g) I came to find more about the war of 1812.

h) I came to Fort George because of my travel parties interest in visiting.

i) I came to Fort George to see the music demonstration.

j) I came to Fort George to see demonstrations of historic weapons.

k) I came to Fort George out of curiosity.

16) Here is a list of reasons that could have played a part in the enjoyment of your visit to Fort George. Do you agree or disagree with the following statements?

a) I would like an opportunity to purchase souvenirs at an historic site.

b) Audio-visual presentations are an interesting way of learning about history. (ie: video, slides)

c) An historic site should provide guided tours by knowledgeable staff.

d) I prefer a self-guided tour at an historic site.

e) I found Fort George easy to locate.

f) Buildings accurately furnished to their historic period is important at an historic site.

g) Buildings with modern exhibits and audio-visual equipment are important at an historic site.

17. How satisfied were you with the following? (refer to brochure)

	very satisfied	somewhat satisfied	not at all satisfied	did not use or notice
Availability of Info (prior to trip)				
Visitor Centre				
Visitor Centre Displays				
Displays outside fort				
Video presentation in theatre				
Blockhouse I exhibit				
Blockhouse II exhibit i) soldiers barracks				
ii) transportation & ordinance exhibit				
Officer's Quarter's exhibit				
Guard House exhibit				
Historic Furnishings (throughout Fort)				
Costumed Staff				
Regular Staff				
Interpretive Signs				

Parking

Washrooms

Grounds

18a) What did your like most about your visit to Fort George?

18b) What did you like least about your visit to Fort George?

19. Are you aware of, or have your you visited any of the following attractions.

	Will visit this year(1)	**Don't Know the place**(2)	**Know but will not visit**(3)
a) **Niagara Falls**			
b) **Fort Niagara**			
c) **Brock's Monument**			
d) **Butler's Barracks**			
e) **Navy Hall**			
f) **Fort Mississauga**			
g) **Shaw Festival**			
h) **MarineLand**			
i) **Niagara Historical Society Museum**			
j) **Fort Erie**			
k) **Winery Tour**			

20. During your stay in the area, how much will you personally spend, for yourself and for other people in your party, on the following categories.

	$Amount
1) Transportation to and from the Niagara Region.	
2) Accommodation	
3) Local Transportation/parking	
4) Food and Drinks (including restaurants)	
5) Entertainment (cultural/recreation)	
6) Other Shopping	
7) Any other	

22. How might your visit to the site have been improved?

APPENDIX II:

COMPUTER SYSTEM FILE DOCUMENTATION

FORT GEORGE, N.H.S. VISITOR SURVEY

DATA BASE DOCUMENTATION

The data base file is a SPSS/PC+ systems file called "FG.SYS". The Master Code Book lists the variables and provides for each variable:

- Information on the type of variable, whether it is a numeric or string variable.
- The label attached to the variable code.
- The value of the missing value assigned to the variable for cases.
- A list of the values with the corresponding label for each variable. For string or continuous numeric variables, no value labels are listed.

Special Analysis Variables:

There were some variables created from the original data and require certain instructions when analysis is conducted.

Factor Segmentation Variables:

The factor analysis was computed only on first time visitors. Due to certain syntax limitations of SPSS/PC, the following variables were created for all cases in the database. Thus, when conducting conducting analysis using any of the following variables, the command "SELECT IF (PREVIOUS=2)" must precede the analysis to ensure that only first time visitors are selected for the analysis. It should be noted that this stays in effect for all subsequent analysis. The system file must be retrieved through a "GET FILE='FG.SYS'" command in order to conduct analysis on all the cases.

- NF1, NF2, NF3 are the computed factor scores for all the cases in the data base.
- RNF1, RNF2, RNF3 are the recoded factor variables. All cases were assigned one of two values; low score on a factor or a high score on a factor.

- NGRP was generated from the RNF1, RNF2, and RN3.

Weighting Variable:

The system file is weighted with the variable WGT. For the weighing to be turned off, the command "WEIGHT OFF" before analysis statements will ensure that the analysis is conducted on unweighted data.

MASTER CODE BOOK

FG.SYS

```
                                         SPSS/PC+                                          11/19/91
D_R       INTRO     DATE      TIME      CITY      PROV      COUNTRY   SEXE
PCODE     DESCP     DESCPNAM  A05       A612      A1321     A2235     A3645
A4655     A5664     A65       TRAVEL    NIGHTS    NITNIA    NITSTCAT  NITNIFAL
NITOTHER  OTHERTOT  PURPOSE1  PURPOSE2  PURPOSE3  PURPOSE4  PURPOSEO  PLANNED
WHEN      PREVIOUS  PREVYES   PLANMORE  PLANYES   MINUTES   AWARE     FEELINGB
FEELINGC  FEELINGD  FEELINGE  FEELINGF  FEELINGG  FEELINGH  FEELINGI  FEELINGJ
FEELINGK  FEELINGL  EXTENTA   EXTENTB   EXTENTC   EXTENTD   EXTENTE   EXTENTF
EXTENTG   SATISA    SATISB    SATISC    SATISD    SATISE    SATISF    SATISG
SATISH    SATISI    SATISJ    SATISK    SATISL    SATISM    SATISN    SATISO
SATISP    LIKEMOST  LIKLEAST  DURINGA   DURINGB   DURINGC   DURINGD   DURINGE
DURINGF   DURINGG   DURINGH   DURINGI   DURINGJ   DURINGK   TRANSNIA  ACCNIA
PARKNIA   FOODNIA   ENTNIA    SHOPNIA   OTHNIA    IMPROVED  NVMIN     NVTIME
NNIGHTS   NNITNIA   NNITCAT   NNITFAL   NOTHERT   NTRANS    NACC      NPARK
NFOOD     NENT      NSHOP     NOTH      PURPOSE   LIKELAST  NISTCAT   CLUSNUM
CHILD     TEEN      YOUNG     YADULT    MADULT    SADULT    ADULT     TOTGRP
RCHILD    RTEEN     RYOUNG    RYADULT   RMADULT   RSADULT   RADULT    RTOTGRP
GROUP     SEASON    SGRP      ORIGIN    NORIGIN   NPREVYES  NPLANYES  NF1
NF2       NF3       RNF1      RNF2      RNF3      NGRP      HOME      NEWMIN
WGT
```

```
Variable: D_R             Label: * No label *
  No value labels         Type: String  Width:  1               Missing: * None *

Variable: INTRO           Label: * No label *
  No value labels         Type: Number  Width:  1  Dec: 0       Missing: * None *

Variable: DATE            Label: * No label *
  No value labels         Type: String  Width:  8               Missing: * None *

Variable: TIME            Label: * No label *
  No value labels         Type: Number  Width:  4  Dec: 0       Missing: * None *

Variable: CITY            Label: * No label *
  No value labels         Type: String  Width: 25               Missing: * None *

Variable: PROV            Label: * No label *
  No value labels         Type: String  Width:  2               Missing: * None *

Variable: COUNTRY         Label: * No label *
  No value labels         Type: String  Width:  3               Missing: * None *

Variable: SEXE            Label: Sex
  Value labels follow     Type: Number  Width:  1  Dec: 0       Missing:     9.00
      1.00   Male                                2.00   Female

Variable: PCODE           Label: Postal Code
  No value labels         Type: String  Width:  6               Missing: * None *

Variable: DESCP           Label: Type of group
  Value labels follow     Type: Number  Width:  1  Dec: 0       Missing: * None *
      1.00   Alone                               2.00   Family with children
      3.00   Member of an organisatio            4.00   Couple
      5.00   Friends/relatives                   6.00   Other

Variable: DESCPNAM        Label: Other type of group
  No value labels         Type: String  Width: 30               Missing: * None *

Variable: A05             Label: Age -- up to 5 years
  No value labels         Type: Number  Width:  2  Dec: 0       Missing: * None *

Variable: A612            Label: Age -- between 6 and 12 years
  No value labels         Type: Number  Width:  2  Dec: 0       Missing: * None *

Variable: A1321           Label: Age -- between 13 and 21 years
  No value labels         Type: Number  Width:  2  Dec: 0       Missing: * None *

Variable: A2235           Label: Age -- between 22 and 35 years
  No value labels         Type: Number  Width:  2  Dec: 0       Missing: * None *

Variable: A3645           Label: Age -- between 36 and 45 years
  No value labels         Type: Number  Width:  2  Dec: 0       Missing: * None *

Variable: A4655           Label: Age -- between 46 and 55 years
  No value labels         Type: Number  Width:  2  Dec: 0       Missing: * None *
```

```
 Variable: A5664          Label: Age -- between 56 and 64 years
   No value labels        Type: Number  Width:  2  Dec: 0     Missing: * None *

 Variable: A65            Label: Age -- 65 and over
   No value labels        Type: Number  Width:  2  Dec: 0     Missing: * None *

 Variable: TRAVEL         Label: Transportation to FG
   Value labels follow    Type: Number  Width:  1  Dec: 0     Missing: * None *
       1.00   Car/Van                              2.00   School Bus
       3.00   Tour Bus                             4.00   Walked
       5.00   Bicycle                              6.00   Other

 Variable: NIGHTS         Label: * No label *
   No value labels        Type: Number  Width:  2  Dec: 0     Missing:    99.00

 Variable: NITNIA         Label: * No label *
   No value labels        Type: Number  Width:  2  Dec: 0     Missing:    99.00

 Variable: NITSTCAT       Label: * No label *
   No value labels        Type: Number  Width:  2  Dec: 0     Missing:    99.00

 Variable: NITNIFAL       Label: * No label *
   No value labels        Type: Number  Width:  2  Dec: 0     Missing:    99.00

 Variable: NITOTHER       Label: Nights spent in other place
   No value labels        Type: String  Width: 16             Missing: * None *

 Variable: OTHERTOT       Label: * No label *
   No value labels        Type: Number  Width:  2  Dec: 0     Missing:    99.00

 Variable: PURPOSE1       Label: Purpose of trip away from home
   Value labels follow    Type: Number  Width:  1  Dec: 0     Missing: * None *
       1.00   Sightseeing                          2.00   Visit family and friends
       3.00   Shopping                             4.00   Educational
       5.00   Cultural Outing                      6.00   Outdoor Recreation
       7.00   Business Trip                        8.00   Visit Fort George
       9.00   Visit Niagara-on-the-Lak            10.00   Experience Canadian Hist
      11.00   Other Purpose

 Variable: PURPOSE2       Label: Purpose of trip away from home
   Value labels follow    Type: Number  Width:  1  Dec: 0     Missing: * None *
       1.00   Sightseeing                          2.00   Visit family and friends
       3.00   Shopping                             4.00   Educational
       5.00   Cultural Outing                      6.00   Outdoor Recreation
       7.00   Business Trip                        8.00   Visit Fort George
       9.00   Visit Niagara-on-the-Lak            10.00   Experience Canadian Hist
      11.00   Other Purpose

 Variable: PURPOSE3       Label: Purpose of trip away from home
   Value labels follow    Type: Number  Width:  2  Dec: 0     Missing: * None *
       1.00   Sightseeing                          2.00   Visit family and friends
       3.00   Shopping                             4.00   Educational
       5.00   Cultural Outing                      6.00   Outdoor Recreation
       7.00   Business Trip                        8.00   Visit Fort George
       9.00   Visit Niagara-on-the-Lak            10.00   Experience Canadian Hist
      11.00   Other Purpose
```

```
Variable: PURPOSE4      Label: Purpose of trip away from home
  Value labels follow   Type: Number  Width:  2  Dec: 0     Missing: * None *
      1.00   Sightseeing                         2.00   Visit family and friends
      3.00   Shopping                            4.00   Educational
      5.00   Cultural Outing                     6.00   Outdoor Recreation
      7.00   Business Trip                       8.00   Visit Fort George
      9.00   Visit Niagara-on-the-Lak           10.00   Experience Canadian Hist
     11.00   Other Purpose

Variable: PURPOSEO      Label: Other purpose
  No value labels       Type: String  Width: 30                 Missing: * None *

Variable: PLANNED       Label: Was Fort George:
  Value labels follow   Type: Number  Width:  1  Dec: 0     Missing:      9.00
      1.00   A planned stop                      2.00   An unplanned stop
      3.00   Main destination of your            4.00   Decision while visiting

Variable: WHEN          Label: When did you decide to visit FG?
  Value labels follow   Type: Number  Width:  1  Dec: 0     Missing:      9.00
      1.00   1 day ago or less                   2.00   2 to 6 days ago
      3.00   7 days to 1 month                   4.00   5 weeks to 2 months
      5.00   More than 2 months

Variable: PREVIOUS      Label: Visited FG in past year
  Value labels follow   Type: Number  Width:  1  Dec: 0     Missing:      9.00
      1.00   Yes                                 2.00   No

Variable: PREVYES       Label: Number of visits in last year
  No value labels       Type: Number  Width:  2  Dec: 0     Missing:      9.00

Variable: PLANMORE      Label: Planning more trips to FG within next ye
  Value labels follow   Type: Number  Width:  1  Dec: 0     Missing: * None *
      1.00   Yes                                 2.00   No
      3.00   Unsure

Variable: PLANYES       Label: Number of trips
  No value labels       Type: Number  Width:  2  Dec: 0     Missing:      9.00

Variable: MINUTES       Label: * No label *
  No value labels       Type: Number  Width:  3  Dec: 0     Missing: * None *

Variable: AWARE         Label: How did you learn about FG
  Value labels follow   Type: Number  Width:  2  Dec: 0     Missing: * None *
      1.00   Newspaper/magazine                  2.00   TV/Radio
      3.00   Tourist Information Cent            4.00   Personal Recommendation
      5.00   Travel Agent/Tour Operat            6.00   Live in Area
      7.00   Visited while in school             8.00   Niagara Parks Commission
      9.00   Saw Directional Signs              10.00   Other

Variable: FEELINGB      Label: Importance of learning about Canada hist
  Value labels follow   Type: Number  Width:  1  Dec: 0     Missing:      9.00
      1.00   Very Important                      2.00   Somewhat Important
      3.00   Not at all Important

Variable: FEELINGC      Label: Importance of visiting historic site in
  Value labels follow   Type: Number  Width:  1  Dec: 0     Missing:      9.00
      1.00   Very Important                      2.00   Somewhat Important
      3.00   Not at all Important

 Variable: FEELINGD       Label: Importance of being entertained in decis
   Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:     9.00
       1.00   Very Important                    2.00   Somewhat Important
       3.00   Not at all Important

 Variable: FEELINGE       Label: Importance of interest in military histo
   Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:     9.00
       1.00   Very Important                    2.00   Somewhat Important
       3.00   Not at all Important

 Variable: FEELINGF       Label: Importance of costumed staff in decision
   Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:     9.00
       1.00   Very Important                    2.00   Somewhat Important
       3.00   Not at all Important

 Variable: FEELINGG       Label: Importance of seeing how soldiers lived
   Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:     9.00
       1.00   Very Important                    2.00   Somewhat Important
       3.00   Not at all Important

 Variable: FEELINGH       Label: Importance of finding more about the war
   Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:     9.00
       1.00   Very Important                    2.00   Somewhat Important
       3.00   Not at all Important

 Variable: FEELINGI       Label: Importance of my travel parties interest
   Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:     9.00
       1.00   Very Important                    2.00   Somewhat Important
       3.00   Not at all Important

 Variable: FEELINGJ       Label: Importance of seeing the music demonstra
   Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:     9.00
       1.00   Very Important                    2.00   Somewhat Important
       3.00   Not at all Important

 Variable: FEELINGK       Label: Importance of seeing demonstrations of h
   Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:     9.00
       1.00   Very Important                    2.00   Somewhat Important
       3.00   Not at all Important

 Variable: FEELINGL       Label: Importance of seeing FG out of curiosity
   Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:     9.00
       1.00   Very Important                    2.00   Somewhat Important
       3.00   Not at all Important

 Variable: EXTENTA        Label: Opportunity to purchase souvenirs
   Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:     9.00
       1.00   Agree                             2.00   Disagree

 Variable: EXTENTB        Label: Audio-visual presentations are a way of
   Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:     9.00
       1.00   Agree                             2.00   Disagree

 Variable: EXTENTC        Label: Historic sight should provide guided tou
   Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:     9.00
       1.00   Agree                             2.00   Disagree
```

```
Variable: EXTENTD        Label: I prefer a self-guided tour
  Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:      9.00
      1.00   Agree                             2.00   Disagree

Variable: EXTENTE        Label: I found Fort George easy to locate
  Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:      9.00
      1.00   Agree                             2.00   Disagree

Variable: EXTENTF        Label: Buildings accurately furnished to their
  Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:      9.00
      1.00   Agree                             2.00   Disagree

Variable: EXTENTG        Label: Buildings with modern exhibits and audio
  Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:      9.00
      1.00   Agree                             2.00   Disagree

Variable: SATISA         Label: Satisfaction with Info prior to visit
  Value labels follow    Type: Number  Width:  1  Dec: 0     Missing: * None *
      1.00   Very Satisfied                    2.00   Somewhat Satisfied
      3.00   Not at all Satisfied              4.00   Did not use or notice

Variable: SATISB         Label: Satisfaction with Visitor Centre
  Value labels follow    Type: Number  Width:  1  Dec: 0     Missing: * None *
      1.00   Very Satisfied                    2.00   Somewhat Satisfied
      3.00   Not at all Satisfied              4.00   Did not use or notice

Variable: SATISC         Label: Satisfaction with Visitor Centre Display
  Value labels follow    Type: Number  Width:  1  Dec: 0     Missing: * None *
      1.00   Very Satisfied                    2.00   Somewhat Satisfied
      3.00   Not at all Satisfied              4.00   Did not use or notice

Variable: SATISD         Label: Satisfaction with Displays outside fort
  Value labels follow    Type: Number  Width:  1  Dec: 0     Missing: * None *
      1.00   Very Satisfied                    2.00   Somewhat Satisfied
      3.00   Not at all Satisfied              4.00   Did not use or notice

Variable: SATISE         Label: Satisfaction with Blockhouse I exhibit
  Value labels follow    Type: Number  Width:  1  Dec: 0     Missing: * None *
      1.00   Very Satisfied                    2.00   Somewhat Satisfied
      3.00   Not at all Satisfied              4.00   Did not use or notice

Variable: SATISF         Label: Blockhouse II exhibit: soldiers barracks
  Value labels follow    Type: Number  Width:  1  Dec: 0     Missing: * None *
      1.00   Very Satisfied                    2.00   Somewhat Satisfied
      3.00   Not at all Satisfied              4.00   Did not use or notice

Variable: SATISG         Label: Blockhouse II exhibit:transportation & o
  Value labels follow    Type: Number  Width:  1  Dec: 0     Missing: * None *
      1.00   Very Satisfied                    2.00   Somewhat Satisfied
      3.00   Not at all Satisfied              4.00   Did not use or notice

Variable: SATISH         Label: Satisfaction with Officers Quarters
  Value labels follow    Type: Number  Width:  1  Dec: 0     Missing: * None *
      1.00   Very Satisfied                    2.00   Somewhat Satisfied
      3.00   Not at all Satisfied              4.00   Did not use or notice
```

```
Variable: SATISI        Label: Satisfaction with Guard House
  Value labels follow   Type: Number  Width:  1  Dec: 0     Missing: * None *
      1.00   Very Satisfied                     2.00   Somewhat Satisfied
      3.00   Not at all Satisfied               4.00   Did not use or notice

Variable: SATISJ        Label: Satisfaction with Historic furnishings
  Value labels follow   Type: Number  Width:  1  Dec: 0     Missing: * None *
      1.00   Very Satisfied                     2.00   Somewhat Satisfied
      3.00   Not at all Satisfied               4.00   Did not use or notice

Variable: SATISK        Label: Satisfaction with Costumed Staff
  Value labels follow   Type: Number  Width:  1  Dec: 0     Missing: * None *
      1.00   Very Satisfied                     2.00   Somewhat Satisfied
      3.00   Not at all Satisfied               4.00   Did not use or notice

Variable: SATISL        Label: Satisfaction with Regular Staff
  Value labels follow   Type: Number  Width:  1  Dec: 0     Missing: * None *
      1.00   Very Satisfied                     2.00   Somewhat Satisfied
      3.00   Not at all Satisfied               4.00   Did not use or notice

Variable: SATISM        Label: Satisfaction with Interpretive Signs
  Value labels follow   Type: Number  Width:  1  Dec: 0     Missing: * None *
      1.00   Very Satisfied                     2.00   Somewhat Satisfied
      3.00   Not at all Satisfied               4.00   Did not use or notice

Variable: SATISN        Label: Satisfaction with Parking
  Value labels follow   Type: Number  Width:  1  Dec: 0     Missing: * None *
      1.00   Very Satisfied                     2.00   Somewhat Satisfied
      3.00   Not at all Satisfied               4.00   Did not use or notice

Variable: SATISO        Label: Satisfaction with Washrooms
  Value labels follow   Type: Number  Width:  1  Dec: 0     Missing: * None *
      1.00   Very Satisfied                     2.00   Somewhat Satisfied
      3.00   Not at all Satisfied               4.00   Did not use or notice

Variable: SATISP        Label: Satisfaction with Grounds
  Value labels follow   Type: Number  Width:  1  Dec: 0     Missing: * None *
      1.00   Very Satisfied                     2.00   Somewhat Satisfied
      3.00   Not at all Satisfied               4.00   Did not use or notice

Variable: LIKEMOST      Label: Liked most about Fort George
  No value labels       Type: String  Width: 30             Missing: * None *

Variable: LIKLEAST      Label: Liked least about Fort George
  No value labels       Type: String  Width: 30             Missing: * None *

Variable: DURINGA       Label: Aware or visited Niagara Falls
  Value labels follow   Type: Number  Width:  1  Dec: 0     Missing:     8.00
      1.00   Will visit this year               2.00   Dont know the place
      3.00   Know but will not visit

Variable: DURINGB       Label: Aware or visited Fort Niagara
  Value labels follow   Type: Number  Width:  1  Dec: 0     Missing:     8.00
      1.00   Will visit this year               2.00   Dont know the place
      3.00   Know but will not visit
```

```
Variable: DURINGC        Label: Aware or visited Brocks Monument
  Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:     8.00
      1.00   Will visit this year                2.00   Dont know the place
      3.00   Know but will not visit

Variable: DURINGD        Label: Aware or visited Butlers Barracks
  Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:     8.00
      1.00   Will visit this year                2.00   Dont know the place
      3.00   Know but will not visit

Variable: DURINGE        Label: Aware or visited Navy Hall
  Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:     8.00
      1.00   Will visit this year                2.00   Dont know the place
      3.00   Know but will not visit

Variable: DURINGF        Label: Aware or visited Fort Mississauga
  Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:     8.00
      1.00   Will visit this year                2.00   Dont know the place
      3.00   Know but will not visit

Variable: DURINGG        Label: Aware or visited Shaw Festival
  Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:     8.00
      1.00   Will visit this year                2.00   Dont know the place
      3.00   Know but will not visit

Variable: DURINGH        Label: Aware or visited Marine World
  Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:     8.00
      1.00   Will visit this year                2.00   Dont know the place
      3.00   Know but will not visit

Variable: DURINGI        Label: Aware or visited Niagara Historical Soci
  Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:     8.00
      1.00   Will visit this year                2.00   Dont know the place
      3.00   Know but will not visit

Variable: DURINGJ        Label: Aware or visited Fort Erie
  Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:     8.00
      1.00   Will visit this year                2.00   Dont know the place
      3.00   Know but will not visit

Variable: DURINGK        Label: Aware or visited Winery Tour
  Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:     8.00
      1.00   Will visit this year                2.00   Dont know the place
      3.00   Know but will not visit

Variable: TRANSNIA       Label: Amount spent on Transportation
  No value labels        Type: Number  Width:  4  Dec: 0     Missing:    99.00

Variable: ACCNIA         Label: Amount spent on Accomodation
  No value labels        Type: Number  Width:  4  Dec: 0     Missing:    99.00

Variable: PARKNIA        Label: Amount spent on Local Transportation
  No value labels        Type: Number  Width:  4  Dec: 0     Missing:    99.00

Variable: FOODNIA        Label: Amount spent on Food and Drinks
  No value labels        Type: Number  Width:  4  Dec: 0     Missing:    99.00
```

```
Variable: ENTNIA        Label: Amount spent on Entertainement
  No value labels       Type: Number  Width:  4  Dec: 0     Missing:     99.00

Variable: SHOPNIA       Label: Amount spent on Other Shopping
  No value labels       Type: Number  Width:  4  Dec: 0     Missing:     99.00

Variable: OTHNIA        Label: Amount spent on Any other
  No value labels       Type: Number  Width:  4  Dec: 0     Missing:     99.00

Variable: IMPROVED      Label: Improvements to your visit
  No value labels       Type: String  Width: 30             Missing: * None *

Variable: NVMIN         Label: Time spent at FG during visit
  Value labels follow   Type: Number  Width:  8  Dec: 2     Missing: * None *
      1.00   30 minutes or less                2.00   Between 30 minutes and 1
      3.00   Between 1 and 1 1/2 hour          4.00   Between 1 1/2 and 2 hour
      5.00   Between 2 and 3 hours             6.00   More than 3 hours

Variable: NVTIME        Label: Time of interview
  Value labels follow   Type: Number  Width:  8  Dec: 2     Missing: * None *
      1.00   Morning                           2.00   Afternoon

Variable: NNIGHTS       Label: Nights away from home
  Value labels follow   Type: Number  Width:  8  Dec: 2     Missing:     99.00
       .00   No nights                         1.00   One night
      2.00   Two nights                        3.00   Between 3 and 6 nights
      8.00   One week or more

Variable: NNITNIA       Label: Nights spent in Niagara-on-the-Lake
  Value labels follow   Type: Number  Width:  8  Dec: 2     Missing:     99.00
       .00   No nights                         1.00   One night
      2.00   Two nights                        3.00   Between 3 and 6 nights
      8.00   One week or more

Variable: NNITCAT       Label: Nights spent in St-Catherines
  Value labels follow   Type: Number  Width:  8  Dec: 2     Missing:     99.00
       .00   No nights                         1.00   One night
      2.00   Two nights                        3.00   Between 3 and 6 nights
      8.00   One week or more

Variable: NNITFAL       Label: Nights spent in Niagara Falls
  Value labels follow   Type: Number  Width:  8  Dec: 2     Missing:     99.00
       .00   No nights                         1.00   One night
      2.00   Two nights                        3.00   Between 3 and 6 nights
      8.00   One week or more

Variable: NOTHERT       Label: Number of nights in other place
  Value labels follow   Type: Number  Width:  8  Dec: 2     Missing:     99.00
       .00   No nights                         1.00   One night
      2.00   Two nights                        3.00   Between 3 and 6 nights
      8.00   One week or more

Variable: NTRANS        Label: Amount spent on Transportation
  Value labels follow   Type: Number  Width:  8  Dec: 2     Missing:     99.00
      1.00   Under 10$                         2.00   10$ - 19$
      3.00   20$ - 49$                         4.00   50$ - 99$
      5.00   More than 100$
```

```
Variable: NACC            Label: Amount spent on Accomodation
  Value labels follow     Type: Number  Width:  8  Dec: 2      Missing:     99.00
      1.00   Under 50$                          2.00   50$ - 99$
      3.00   100$ -199$                         4.00   More than 200$

Variable: NPARK           Label: Amount spent on Local Transportation
  Value labels follow     Type: Number  Width:  8  Dec: 2      Missing:     99.00
      1.00   Under 10$                          2.00   10$ - 19$
      3.00   20$ - 49$                          4.00   50$ - 99$
      5.00   More than 100$

Variable: NFOOD           Label: Amount spent on Food and Drinks
  Value labels follow     Type: Number  Width:  8  Dec: 2      Missing:     99.00
      1.00   Under 20$                          2.00   20$ - 49$
      3.00   50$ - 99$                          4.00   100$ - 199$
      5.00   More than 200$

Variable: NENT            Label: Amount spent on Entertainement
  Value labels follow     Type: Number  Width:  8  Dec: 2      Missing:     99.00
      1.00   Under 20$                          2.00   20$ - 49$
      3.00   50$ - 99$                          4.00   100$ - 199$
      5.00   More than 200$

Variable: NSHOP           Label: Amount spent on Other Shopping
  Value labels follow     Type: Number  Width:  8  Dec: 2      Missing:     99.00
      1.00   Under 20$                          2.00   20$ - 49$
      3.00   50$ - 99$                          4.00   100$ - 199$
      5.00   More than 200$

Variable: NOTH            Label: Amount spent on Any other
  Value labels follow     Type: Number  Width:  8  Dec: 2      Missing:     99.00
      1.00   Under 20$                          2.00   20$ - 49$
      3.00   50$ - 99$                          4.00   100$ - 199$
      5.00   More than 200$

Variable: PURPOSE         Label: * No label *
  No value labels         Type: String  Width: 30              Missing: * None *

Variable: LIKELAST        Label: * No label *
  No value labels         Type: String  Width: 30              Missing: * None *

Variable: NISTCAT         Label: * No label *
  No value labels         Type: Number  Width:  2  Dec: 0      Missing:     99.00

Variable: CLUSNUM         Label: Cluster Group
  Value labels follow     Type: Number  Width:  8  Dec: 0      Missing: * None *
      1.00   Cluster #1                         2.00   Cluster #2

Variable: CHILD           Label: No. of children 12 and under
  No value labels         Type: Number  Width:  8  Dec: 2      Missing:    999.00

Variable: TEEN            Label: No. between 13 and 21 years
  No value labels         Type: Number  Width:  8  Dec: 2      Missing:    999.00

Variable: YOUNG           Label: No. between 21 and under
  No value labels         Type: Number  Width:  8  Dec: 2      Missing:    999.00
```

```
Variable: YADULT        Label: No. between 22 and 45 years
  No value labels       Type: Number  Width:  8  Dec: 2    Missing:   999.00

Variable: MADULT        Label: No. between 46 and 64 years
  No value labels       Type: Number  Width:  8  Dec: 2    Missing:   999.00

Variable: SADULT        Label: No. over 65 years
  No value labels       Type: Number  Width:  8  Dec: 2    Missing:   999.00

Variable: ADULT         Label: No. of adults 22 years and over
  No value labels       Type: Number  Width:  8  Dec: 2    Missing:   999.00

Variable: TOTGRP        Label: Total group size
  No value labels       Type: Number  Width:  8  Dec: 2    Missing:      .00

Variable: RCHILD        Label: No. of children 12 and under
  Value labels follow   Type: Number  Width:  8  Dec: 2    Missing: * None *
      1.00   None                             2.00   One
      3.00   Two                              4.00   Three or more

Variable: RTEEN         Label: No. between 13 and 21 years
  Value labels follow   Type: Number  Width:  8  Dec: 2    Missing: * None *
      1.00   None                             2.00   One
      3.00   Two                              4.00   Three or more

Variable: RYOUNG        Label: No. between 21 and under
  Value labels follow   Type: Number  Width:  8  Dec: 2    Missing: * None *
      1.00   None                             2.00   One
      3.00   Two                              4.00   Three or more

Variable: RYADULT       Label: No. between 22 and 45 years
  Value labels follow   Type: Number  Width:  8  Dec: 2    Missing: * None *
      1.00   None                             2.00   One
      3.00   Two                              4.00   Three or more

Variable: RMADULT       Label: No. between 46 and 64 years
  Value labels follow   Type: Number  Width:  8  Dec: 2    Missing: * None *
      1.00   None                             2.00   One
      3.00   Two                              4.00   Three or more

Variable: RSADULT       Label: No. over 65 years
  Value labels follow   Type: Number  Width:  8  Dec: 2    Missing: * None *
      1.00   None                             2.00   One
      3.00   Two                              4.00   Three or more

Variable: RADULT        Label: No. of adults 22 years and over
  Value labels follow   Type: Number  Width:  8  Dec: 2    Missing: * None *
      1.00   None                             2.00   One
      3.00   Two                              4.00   Three
      5.00   Four                             6.00   Five or more

Variable: RTOTGRP       Label: Total group size
  Value labels follow   Type: Number  Width:  8  Dec: 2    Missing:      .00
      1.00   None                             2.00   One
      3.00   Two                              4.00   Three
      5.00   Four                             6.00   Five or more
```

```
Variable: GROUP          Label: Age characteristics of Group
  Value labels follow    Type: Number  Width:  8  Dec: 2     Missing: * None *
      1.00   Adults with young childr          2.00   Adults with young betwee
      3.00   Adults with children and          4.00   Young people, under 22,
      5.00   Young adults, 22 to 35 y          6.00   Adults age 36 to 54 year
      7.00   Senior citizens only              8.00   Adults only, all age gro

Variable: SEASON         Label: Season
  Value labels follow    Type: Number  Width:  8  Dec: 2     Missing: * None *
      1.00   Spring                            2.00   Summer
      3.00   Fall

Variable: SGRP           Label: Type of Group
  Value labels follow    Type: Number  Width:  8  Dec: 2     Missing: * None *
      1.00   History & Entertainment           2.00   History buff only
      3.00   Entertainment Buff only           4.00   Neither

Variable: ORIGIN         Label: Origin of visitors
  Value labels follow    Type: Number  Width:  1  Dec: 0     Missing:     9.00
      1.00   Local Area                        2.00   Other Canada
      3.00   United States                     4.00   Other International

Variable: NORIGIN        Label: Origin of visitor
  Value labels follow    Type: Number  Width:  8  Dec: 2     Missing: * None *
      1.00   Local visitor                     2.00   Non-local visitor

Variable: NPREVYES       Label: Number of visits in last year
  Value labels follow    Type: Number  Width:  8  Dec: 2     Missing: * None *
      1.00   One                               2.00   Two
      3.00   Three or more

Variable: NPLANYES       Label: Number of trips
  Value labels follow    Type: Number  Width:  8  Dec: 2     Missing: * None *
      1.00   One                               2.00   Two
      3.00   Three or more

Variable: NF1            Label: History Buff
  No value labels        Type: Number  Width:  8  Dec: 2     Missing: * None *

Variable: NF2            Label: Demonstration Enthusiast
  No value labels        Type: Number  Width:  8  Dec: 2     Missing: * None *

Variable: NF3            Label: Drop in casual type
  No value labels        Type: Number  Width:  8  Dec: 2     Missing: * None *

Variable: RNF1           Label: History Buff
  Value labels follow    Type: Number  Width:  8  Dec: 2     Missing: * None *
      1.00   yes                               2.00   no

Variable: RNF2           Label: Demonstration Enthusiast
  Value labels follow    Type: Number  Width:  8  Dec: 2     Missing: * None *
      1.00   yes                               2.00   no

Variable: RNF3           Label: Drop in casual type
  Value labels follow    Type: Number  Width:  8  Dec: 2     Missing: * None *
      1.00   yes                               2.00   no
```

```
Variable: NGRP           Label: Group Type - First Time Visitors
  Value labels follow    Type: Number  Width:  8  Dec: 2     Missing: * None *
       1.00   Learning Enthusiast                 2.00   History Buff
       3.00   Entertainment Seeker                4.00   Casual Visitor

Variable: HOME           Label: Origin of Visitors
  Value labels follow    Type: Number  Width:  8  Dec: 2     Missing: * None *
       1.00   Niagara Region                      2.00   Other Ontario
       3.00   Quebec                              4.00   Western Canada
       5.00   Maritimes                           6.00   United States
       7.00   Europe                              8.00   Other

Variable: NEWMIN         Label: Time length of visit to Fort George
  Value labels follow    Type: Number  Width:  8  Dec: 2     Missing: * None *
       1.00   60 minutes or less                  2.00   1 to 1.5 hours
       3.00   Over 1.5 hours

Variable: WGT            Label: * No label *
  No value labels        Type: Number  Width:  8  Dec: 2     Missing: * None *
```

APPENDIX III:

FREQUENCY TABLES BY SEASON OF VISITATION

FORT GEORGE VISITORS SURVEY
TABLES BY SEASON -- WEIGHTED RESULTS

	Season			Total
	Spring	Summer	Fall	%
	%	%	%	
Origin of visitors				
Local Area	9	24	27	20
Other Canada	40	28	26	31
United States	36	41	39	39
Other International	15	7	8	9
Total	100	100	100	100
Time of interview				
Morning	19	13	21	16
Afternoon	81	87	79	84
Total	100	100	100	100
Sex				
Male	58	56	57	57
Female	42	44	43	43
Total	100	100	100	100
Transportation to FG				
Car/Van	92	98	91	95
School Bus	1	0	3	1
Tour Bus	4	0	2	2
Walked	0	0	2	0
Bicycle	0	1	0	0
Other	3	1	3	2
Total	100	100	100	100
Type of group				
Alone	5	3	5	4
Family with children	37	49	35	43
Member of an organisation	5	1	6	3
Couple	37	32	39	35
Friends/relatives	16	16	15	16
Other	1	0	0	0
Total	100	100	100	100
Group Type - First Time Visitors				
Learning Enthusiast	28	36	36	33
History Buff	23	16	25	20
Entertainment Seeker	13	21	18	18
Casual Visitor	36	27	21	29
Total	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY SEASON -- WEIGHTED RESULTS

Age Composition of Groups	Season			Total
	Spring	Summer	Fall	%
	%	%	%	
Age characteristics of Group				
Adults with young children only	18	24	22	22
Adults with young between 13 and 21	8	11	9	10
Adults with children and teens	8	10	3	8
Young people, under 22, by themselves	6	3	4	4
Young adults, 22 to 35 years only	27	29	28	28
Adults age 36 to 54 years only	14	13	21	15
Senior citizens only	7	3	3	4
Adults only, all age groups	11	8	9	9
Total	100	100	100	100
Total group size				
One	3	2	4	3
Two	51	45	47	47
Three	15	16	16	16
Four	14	22	22	20
Five or more	18	15	10	15
Total	100	100	100	100
No. of children 12 and under				
None	70	65	74	68
One	11	15	12	13
Two	12	14	12	13
Three or more	7	6	3	6
Total	100	100	100	100
No. between 13 and 21 years				
None	80	78	85	80
One	11	14	9	12
Two	3	7	4	5
Three or more	6	1	3	3
Total	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY SEASON -- WEIGHTED RESULTS

Age composition of Group	Season			Total
	Spring	Summer	Fall	%
	%	%	%	
No. between 21 and under				
None....................	60	53	62	56
One.....................	12	15	18	15
Two.....................	14	20	15	17
Three or more...........	14	12	6	11
Total...................	100	100	100	100
No. between 22 and 45 years				
None....................	32	28	37	30
One.....................	13	12	10	12
Two.....................	49	56	43	52
Three or more...........	6	5	10	6
Total...................	100	100	100	100
No. between 46 and 64 years				
None....................	69	69	62	68
One.....................	9	9	12	9
Two.....................	19	18	22	19
Three or more...........	3	4	5	4
Total...................	100	100	100	100
No. over 65 years				
None....................	85	90	91	89
One.....................	8	4	5	5
Two.....................	4	5	3	4
Three or more...........	3	1	1	1
Total...................	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY SEASON -- WEIGHTED RESULTS

	Season			Total
	Spring	Summer	Fall	%
	%	%	%	
Nights away from home				
No nights...............	26	20	14	20
One night..............	16	10	13	13
Two nights.............	16	15	22	17
Between 3 and 6 nights..	19	30	26	26
One week or more........	22	24	26	24
Total..................	100	100	100	100
Nights spent in Niagara-on-the-Lake				
No nights...............	54	73	66	67
One night..............	19	13	13	15
Two nights.............	15	6	12	10
Between 3 and 6 nights..	11	6	6	8
One week or more........	1	1	2	2
Total..................	100	100	100	100
Nights spent in St-Catherines				
No nights...............	89	93	91	91
One night..............	2	2	0	2
Two nights.............	7	1	3	3
Between 3 and 6 nights..	2	2	3	2
One week or more........	0	2	4	2
Total..................	100	100	100	100
Nights spent in Niagara Falls				
No nights...............	55	52	59	54
One night..............	9	10	10	10
Two nights.............	17	16	16	17
Between 3 and 6 nights..	19	18	12	17
One week or more........	0	3	3	2
Total..................	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY SEASON -- WEIGHTED RESULTS

	Season			Total
	Spring	Summer	Fall	%
	%	%	%	
Purpose of trip				
Sightseeing.............	69	75	68	72
Visit family and friends	17	14	13	14
Shopping................	7	2	2	3
Educational.............	20	20	26	21
Cultural Outing.........	11	9	13	10
Outdoor Recreation......	8	12	14	11
Business Trip...........	7	3	4	5
Visit Fort George.......	12	27	22	22
Visit Niagara-on-the-Lake..	28	70	94	63
Experience Canadian History.............	4	4	5	4
Other Purpose...........	1	3	8	3
Total...................	100	100	100	100
Was Fort George:				
A planned stop..........	54	51	49	51
An unplanned stop.......	20	40	37	34
Main destination of your trip................	4	1	1	2
Decision while visiting area................	21	8	13	13
Total...................	100	100	100	100
When did you decide to visit FG?				
1 day ago or less.......	58	62	57	60
2 to 6 days ago.........	11	15	18	14
7 days to 1 month.......	15	12	11	13
5 weeks to 2 months.....	7	5	8	6
More than 2 months......	9	6	6	7
Total...................	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY SEASON -- WEIGHTED RESULTS

	Season			Total
	Spring	Summer	Fall	%
	%	%	%	
Visited FG in past year				
Yes	20	13	12	15
No	80	87	88	85
Total	100	100	100	100
Planning more trips to FG within next year				
Yes	26	9	9	14
No	64	72	79	71
Unsure	10	19	12	15
Total	100	100	100	100
Number of trips				
One	38	82	100	47
Two	41	18	0	36
Three or more	21	0	0	16
Total	100	100	100	100
Time length of visit to Fort George				
60 minutes or less	50	40	52	44
1 to 1.5 hours	33	21	20	21
Over 1.5 hours	17	40	28	35
Total	100	100	100	100
How did you learn about FG				
Newspaper/magazine	11	16	20	15
TV/Radio	1	0	0	0
Tourist Information Centre	12	2	2	5
Personal Recommendation	19	15	14	16
Travel Agent/Tour Operator	3	2	2	2
Live in Area	10	15	18	14
Visited while in school	10	10	8	10
Niagara Parks Commission	2	1	0	1
Saw Directional Signs	23	31	30	29
Other	10	7	5	7
Total	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY SEASON -- WEIGHTED RESULTS

	Season			Total
	Spring	Summer	Fall	%
	%	%	%	
Importance of learning about Canada history				
Very Important..........	66	51	51	55
Somewhat Important......	25	40	38	35
Not at all Important....	9	9	11	9
Total..................	100	100	100	100
Importance of visiting historic site in decision to visit FG				
Very Important..........	82	91	93	89
Somewhat Important......	15	7	7	9
Not at all Important....	3	2	1	2
Total..................	100	100	100	100
Importance of being entertained in decision to visit FG				
Very Important..........	34	37	41	37
Somewhat Important......	32	25	29	28
Not at all Important....	34	38	30	35
Total..................	100	100	100	100
Importance of interest in military history				
Very Important..........	48	49	52	49
Somewhat Important......	27	26	27	26
Not at all Important....	25	25	21	24
Total..................	100	100	100	100
Importance of costumed staff in decision to visit FG				
Very Important..........	45	59	63	56
Somewhat Important......	27	20	23	23
Not at all Important....	28	21	13	21
Total..................	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY SEASON -- WEIGHTED RESULTS

	Season			Total
	Spring	Summer	Fall	%
	%	%	%	
Importance of seeing how soldiers lived in 19th century				
Very Important..........	72	80	80	78
Somewhat Important......	22	15	13	17
Not at all Important....	6	5	6	6
Total..................	100	100	100	100
Importance of finding more about the war of 1812				
Very Important..........	69	69	75	70
Somewhat Important......	17	16	13	16
Not at all Important....	14	15	12	14
Total..................	100	100	100	100
Importance of my travel parties interest				
Very Important..........	66	79	86	77
Somewhat Important......	16	7	5	9
Not at all Important....	18	14	9	14
Total..................	100	100	100	100
Importance of seeing the music demonstration				
Very Important..........	15	35	30	28
Somewhat Important......	24	13	31	20
Not at all Important....	61	52	39	52
Total..................	100	100	100	100
Importance of seeing demonstrations of historic weapons				
Very Important..........	29	41	29	36
Somewhat Important......	25	17	32	22
Not at all Important....	45	42	39	43
Total..................	100	100	100	100
Importance of seeing FG out of curiosity				
Very Important..........	80	87	89	85
Somewhat Important......	14	8	8	10
Not at all Important....	6	5	2	5
Total..................	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY SEASON -- WEIGHTED RESULTS

Would like the opportunity to...	Season			Total
	Spring	Summer	Fall	%
	%	%	%	
Opportunity to purchase souvenirs				
Agree..................	32	19	17	22
Disagree...............	68	81	83	78
Total..................	100	100	100	100
Audio-visual presentations are a way of learning				
Agree..................	91	92	93	92
Disagree...............	9	8	7	8
Total..................	100	100	100	100
Historic sight should provide guided tours				
Agree..................	75	59	67	65
Disagree...............	25	41	33	35
Total..................	100	100	100	100
I prefer a self-guided tour				
Agree..................	63	76	75	72
Disagree...............	37	24	25	28
Total..................	100	100	100	100
I found Fort George easy to locate				
Agree..................	95	98	99	97
Disagree...............	5	2	1	3
Total..................	100	100	100	100
Buildings accurately furnished to their historic period				
Agree..................	97	98	99	98
Disagree...............	3	2	1	2
Total..................	100	100	100	100
Buildings with modern exhibits and audio-visual				
Agree..................	80	86	90	85
Disagree...............	20	14	10	15
Total..................	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY SEASON -- WEIGHTED RESULTS

	Season			Total
	Spring	Summer	Fall	%
	%	%	%	
Satisfaction with Info prior to visit				
Very Satisfied..........	48	32	26	35
Somewhat Satisfied......	23	14	34	20
Not at all Satisfied....	13	16	12	14
Did not use or notice...	17	39	28	31
Total..................	100	100	100	100
Satisfaction with Visitor Centre				
Very Satisfied..........	77	90	82	85
Somewhat Satisfied......	18	6	7	10
Not at all Satisfied....	1	0	2	1
Did not use or notice...	5	4	9	5
Total..................	100	100	100	100
Satisfaction with Visitor Centre Displays				
Very Satisfied..........	81	87	75	83
Somewhat Satisfied......	12	6	6	8
Not at all Satisfied....	1	1	4	1
Did not use or notice...	6	6	15	8
Total..................	100	100	100	100
Satisfaction with Displays outside fort				
Very Satisfied..........	64	89	79	80
Somewhat Satisfied......	14	6	4	8
Not at all Satisfied....	2	1	4	2
Did not use or notice...	20	3	13	10
Total..................	100	100	100	100
Satisfaction with Blockhouse I exhibit				
Very Satisfied..........	90	96	94	94
Somewhat Satisfied......	6	2	1	3
Not at all Satisfied....	1	1	0	1
Did not use or notice...	3	1	5	3
Total..................	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY SEASON -- WEIGHTED RESULTS

	Season			Total
	Spring	Summer	Fall	%
	%	%	%	
Blockhouse II exhibit: soldiers barracks				
Very Satisfied	93	96	95	95
Somewhat Satisfied	5	2	2	3
Not at all Satisfied	1	0	1	0
Did not use or notice	2	2	3	2
Total	100	100	100	100
Blockhouse II exhibit:transportation & ordinance				
Very Satisfied	92	94	88	92
Somewhat Satisfied	5	2	2	3
Not at all Satisfied	0	0	1	0
Did not use or notice	3	4	9	4
Total	100	100	100	100
Satisfaction with Officers Quarters				
Very Satisfied	94	97	98	96
Somewhat Satisfied	3	2	1	2
Did not use or notice	2	1	2	2
Total	100	100	100	100
Satisfaction with Guard House				
Very Satisfied	90	95	94	93
Somewhat Satisfied	8	3	3	4
Not at all Satisfied	0	0	1	0
Did not use or notice	2	2	2	2
Total	100	100	100	100
Satisfaction with Historic furnishings				
Very Satisfied	88	97	97	95
Somewhat Satisfied	11	2	2	5
Not at all Satisfied	1	0	0	0
Did not use or notice	1	1	1	1
Total	100	100	100	100
Satisfaction with Costumed Staff				
Very Satisfied	90	96	90	93
Somewhat Satisfied	9	3	3	5
Not at all Satisfied	1	1	1	1
Did not use or notice	1	0	6	1
Total	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY SEASON -- WEIGHTED RESULTS

	Season			Total
	Spring	Summer	Fall	%
	%	%	%	
Satisfaction with Regular Staff				
Very Satisfied..........	90	98	86	94
Somewhat Satisfied......	9	1	3	4
Not at all Satisfied....	0	0	1	0
Did not use or notice...	1	1	10	2
Total...................	100	100	100	100
Satisfaction with Interpretive Signs				
Very Satisfied..........	86	97	95	93
Somewhat Satisfied......	5	2	5	3
Not at all Satisfied....	2	0	0	1
Did not use or notice...	7	2	0	3
Total...................	100	100	100	100
Satisfaction with Parking				
Very Satisfied..........	97	98	97	98
Somewhat Satisfied......	1	1	1	1
Not at all Satisfied....	1	0	0	0
Did not use or notice...	1	1	2	1
Total...................	100	100	100	100
Satisfaction with Washrooms				
Very Satisfied..........	82	79	75	79
Somewhat Satisfied......	4	0	1	1
Not at all Satisfied....	1	0	1	0
Did not use or notice...	13	21	24	19
Total...................	100	100	100	100
Satisfaction with Grounds				
Very Satisfied..........	96	100	100	99
Somewhat Satisfied......	2	0	0	1
Did not use or notice...	2	0	0	1
Total...................	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY SEASON -- WEIGHTED RESULTS

	Season			**Total**
	Spring	Summer	Fall	%
	%	%	%	
Aware or visited Niagara Falls				
Will visit this year....	85	87	85	86
Dont know the place.....	4	3	0	3
Know but will not visit.	11	10	15	11
Total.................	100	100	100	100
Aware or visited Fort Niagara				
Will visit this year....	18	18	9	17
Dont know the place.....	32	15	15	20
Know but will not visit.	50	67	75	63
Total.................	100	100	100	100
Aware or visited Brocks Monument				
Will visit this year....	36	27	22	29
Dont know the place.....	35	36	31	35
Know but will not visit.	29	38	47	36
Total.................	100	100	100	100
Aware or visited Butlers Barracks				
Will visit this year....	6	6	3	6
Dont know the place.....	71	66	61	67
Know but will not visit.	23	27	36	27
Total.................	100	100	100	100
Aware or visited Navy Hall				
Will visit this year....	10	5	4	6
Dont know the place.....	64	65	59	64
Know but will not visit.	26	30	36	30
Total.................	100	100	100	100
Aware or visited Fort Mississauga				
Will visit this year....	5	3	4	4
Dont know the place.....	65	66	64	65
Know but will not visit.	30	31	32	31
Total.................	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY SEASON -- WEIGHTED RESULTS

	Season			Total
	Spring	Summer	Fall	%
	%	%	%	
Aware or visited Shaw Festival				
Will visit this year....	33	14	8	19
Dont know the place.....	21	26	24	24
Know but will not visit.	46	60	67	57
Total..................	100	100	100	100
Aware or visited Marine World				
Will visit this year....	33	20	12	23
Dont know the place.....	14	16	5	14
Know but will not visit.	53	64	83	64
Total..................	100	100	100	100
Aware or visited Marine World				
Will visit this year....	33	20	12	23
Dont know the place.....	14	16	5	14
Know but will not visit.	53	64	83	64
Total..................	100	100	100	100
Aware or visited Niagara Historical Society Museum				
Will visit this year....	26	14	10	17
Dont know the place.....	33	29	29	30
Know but will not visit.	41	57	61	53
Total..................	100	100	100	100
Aware or visited Fort Erie				
Will visit this year....	14	15	11	14
Dont know the place.....	33	22	18	25
Know but will not visit.	53	63	71	61
Total..................	100	100	100	100
Aware or visited Winery Tour				
Will visit this year....	31	32	30	31
Dont know the place.....	22	11	6	14
Know but will not visit.	48	57	64	55
Total..................	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY SEASON -- WEIGHTED RESULTS

	Season			Total
	Spring	Summer	Fall	%
	%	%	%	
Amount spent on Transportation				
Under 10$...............	15	10	16	12
10$ - 19$...............	15	15	15	15
20$ - 49$...............	42	47	36	44
50$ - 99$...............	16	17	21	17
More than 100$..........	12	11	13	12
Total...................	100	100	100	100
Amount spent on Accomodation				
Under 50$...............	33	40	34	37
50$ - 99$...............	11	9	9	10
100$ -199$..............	20	19	18	19
More than 200$..........	35	33	39	35
Total...................	100	100	100	100
Amount spent on Local Transportation				
Under 10$...............	72	70	71	71
10$ - 19$...............	18	16	9	15
20$ - 49$...............	9	11	18	12
50$ - 99$...............	1	2	2	2
More than 100$..........	1	1	1	1
Total...................	100	100	100	100
Amount spent on Food and Drinks				
Under 20$...............	17	16	18	17
20$ - 49$...............	16	16	14	16
50$ - 99$...............	9	14	15	13
100$ - 199$.............	29	19	20	22
More than 200$..........	28	34	33	32
Total...................	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY SEASON -- WEIGHTED RESULTS

	Season			Total
	Spring	Summer	Fall	%
	%	%	%	
Amount spent on Entertainement				
Under 20$..............	30	34	53	36
20$ - 49$..............	17	23	16	20
50$ - 99$..............	18	16	13	16
100$ - 199$............	25	14	16	18
More than 200$.........	11	12	2	10
Total..................	100	100	100	100
Amount spent on Other Shopping				
Under 20$..............	38	44	54	44
20$ - 49$..............	13	15	8	13
50$ - 99$..............	13	8	9	10
100$ - 199$............	21	16	15	17
More than 200$.........	14	16	15	16
Total..................	100	100	100	100
Amount spent on Any other				
Under 20$..............	97	96	95	96
20$ - 49$..............	1	1	1	1
50$ - 99$..............	1	1	2	1
100$ - 199$............	0	1	1	0
More than 200$.........	1	1	2	1
Total..................	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY SEASON -- WEIGHTED RESULTS

Average amount spent	Season		
	Spring	Summer	Fall
Amount spent on Transportation $.....................	101.30	61.26	115.66
Amount spent on Accomodation $.....................	151.78	165.67	221.77
Amount spent on Local Transportation $.....................	6.57	10.18	9.50
Amount spent on Food and Drinks $.....................	123.90	162.75	143.27
Amount spent on Entertainement $.....................	75.03	66.38	36.15
Amount spent on Other Shopping $.....................	76.66	74.92	67.60
Amount spent on Any other $.....................	3.62	4.60	8.93

APPENDIX IV:

FREQUENCY TABLES BY ORIGIN OF VISITOR

FORT GEORGE VISITORS SURVEY
TABLES BY ORIGIN -- WEIGHTED RESULTS

	Origin of visitors				Total
	Local Area	Other Canada	United States	Other International	%
	%	%	%	%	
Season					
Spring	12	36	26	44	28
Summer	64	49	56	41	54
Fall	24	15	18	15	18
Total	100	100	100	100	100
Origin of visitors					
Local Area	100	0	0	0	100
Other Canada	0	100	0	0	100
United States	0	0	100	0	100
Other International	0	0	0	100	100
Total	100	100	100	100	100
Time of interview					
Morning	13	20	15	15	16
Afternoon	87	80	85	85	84
Total	100	100	100	100	100
Sex					
Male	55	58	56	66	57
Female	45	42	44	34	43
Total	100	100	100	100	100
Transportation to FG					
Car/Van	94	93	98	92	95
School Bus	3	1	0	0	1
Tour Bus	0	3	1	1	2
Walked	2	0	0	0	0
Bicycle	2	0	0	0	0
Other	0	2	1	7	2
Total	100	100	100	100	100
Type of group					
Alone	6	4	3	2	4
Family with children	44	44	44	34	43
Member of an organisation	2	6	1	1	3
Couple	28	32	41	34	35
Friends/relatives	19	14	11	30	15
Other	1	0	0	0	0
Total	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY ORIGIN -- WEIGHTED RESULTS

Age Composition of Groups	Origin of visitors				Total
	Local Area	Other Canada	United States	Other International	%
	%	%	%	%	
Age characteristics of Group					
Adults with young children only........	26	25	21	10	22
Adults with young between 13 and 21....	12	11	7	11	10
Adults with children and teens................	5	10	9	3	8
Young people, under 22, by themselves........	7	5	2	2	4
Young adults, 22 to 35 years only...........	33	28	25	33	28
Adults age 36 to 54 years only...........	8	10	21	20	15
Senior citizens only....	2	3	7	4	4
Adults only, all age groups..............	8	7	8	17	9
Total....................	100	100	100	100	100
Total group size					
One.....................	3	1	3	3	3
Two.....................	44	44	51	46	47
Three...................	18	16	15	23	16
Four....................	20	19	20	15	19
Five or more............	15	20	11	13	15
Total....................	100	100	100	100	100
No. of children 12 and under					
None....................	67	61	69	87	68
One.....................	12	15	14	7	13
Two.....................	13	15	13	5	13
Three or more...........	8	9	4	1	6
Total....................	100	100	100	100	100
No. between 13 and 21 years					
None....................	78	76	82	84	80
One.....................	10	15	12	11	12
Two.....................	9	4	5	3	5
Three or more...........	4	5	1	2	3
Total....................	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY ORIGIN -- WEIGHTED RESULTS

Age composition of Group	Origin of visitors				Total
	Local Area	Other Canada	United States	Other International	%
	%	%	%	%	
No. between 21 and under					
None	50	49	61	75	57
One	16	16	13	13	15
Two	19	20	17	8	17
Three or more	15	15	9	4	12
Total	100	100	100	100	100
No. between 22 and 45 years					
None	26	25	35	38	31
One	12	15	9	11	12
Two	56	51	52	47	52
Three or more	5	10	4	4	6
Total	100	100	100	100	100
No. between 46 and 64 years					
None	75	72	65	52	68
One	9	8	9	10	9
Two	13	16	22	27	19
Three or more	3	3	3	12	4
Total	100	100	100	100	100
No. over 65 years					
None	92	90	86	89	89
One	5	6	6	4	5
Two	3	2	8	2	4
Three or more	1	2	1	6	1
Total	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY ORIGIN -- WEIGHTED RESULTS

	Origin of visitors			Total
	Other Canada	United States	Other International	%
	%	%	%	
Nights away from home				
No nights	31	12	20	20
One night	19	10	2	12
Two nights	21	18	0	17
Between 3 and 6 nights	16	39	3	26
One week or more	13	20	75	24
Total	100	100	100	100
Nights spent in Niagara-on-the-Lake				
No nights	56	76	56	67
One night	19	11	20	15
Two nights	11	7	17	10
Between 3 and 6 nights	11	6	4	8
One week or more	3	0	2	2
Total	100	100	100	100
Nights spent in St-Catherines				
No nights	92	92	87	91
One night	2	2	0	2
Two nights	2	3	5	3
Between 3 and 6 nights	3	2	0	2
One week or more	1	0	7	2
Total	100	100	100	100
Nights spent in Niagara Falls				
No nights	66	46	58	54
One night	10	10	12	10
Two nights	16	18	11	17
Between 3 and 6 nights	8	23	16	17
One week or more	0	3	4	2
Total	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY ORIGIN -- WEIGHTED RESULTS

	Origin of visitors				Total
	Local Area	Other Canada	United States	Other International	%
	%	%	%	%	
Purpose of trip					
Sightseeing.............	71	69	74	75	72
Visit family and friends	2	11	15	51	15
Shopping................	1	4	3	5	3
Educational.............	17	22	22	17	21
Cultural Outing.........	5	16	9	7	10
Outdoor Recreation......	11	12	12	6	11
Business Trip...........	3	5	3	11	4
Visit Fort George.......	46	19	14	13	22
Visit Niagara-on-the-Lake..	83	59	58	55	63
Experience Canadian History..............	1	6	3	11	4
Other Purpose...........	2	3	4	2	3
Total..................	100	100	100	100	100
Was Fort George:					
A planned stop..........	59	55	45	47	51
An unplanned stop.......	30	30	38	40	34
Main destination of your trip................	6	2	0	0	2
Decision while visiting area................	6	13	16	13	13
Total..................	100	100	100	100	100
When did you decide to visit FG?					
1 day ago or less.......	62	57	61	55	59
2 to 6 days ago.........	18	12	12	22	14
7 days to 1 month.......	13	18	10	5	13
5 weeks to 2 months.....	6	7	5	11	6
More than 2 months......	1	6	11	8	7
Total..................	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY ORIGIN -- WEIGHTED RESULTS

	Origin of visitors				Total
	Local Area	Other Canada	United States	Other International	%
	%	%	%	%	
Visited FG in past year					
Yes	25	15	10	9	15
No	75	85	90	91	85
Total	100	100	100	100	100
Planning more trips to FG within next year					
Yes	24	14	10	7	14
No	42	72	80	92	71
Unsure	34	14	10	1	15
Total	100	100	100	100	100
Number of trips					
One	44	55	36	0	46
Two	46	21	64	50	37
Three or more	10	23	0	50	17
Total	100	100	100	100	100
Time length of visit to Fort George					
60 minutes or less	44	39	48	39	44
1 to 1.5 hours	26	22	17	18	21
Over 1.5 hours	30	39	35	43	35
Total	100	100	100	100	100
How did you learn about FG					
Newspaper/magazine	11	15	18	17	15
TV/Radio	0	1	0	1	0
Tourist Information Centre	0	7	5	9	5
Personal Recommendation	6	15	21	25	16
Travel Agent/Tour Operator	0	1	4	4	2
Live in Area	40	12	4	2	14
Visited while in school	23	11	5	0	10
Niagara Parks Commission	0	1	0	3	1
Saw Directional Signs	14	28	37	32	29
Other	5	10	7	7	7
Total	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY ORIGIN -- WEIGHTED RESULTS

	Origin of visitors				Total
	Local Area	Other Canada	United States	Other International	%
	%	%	%	%	
Importance of learning about Canada history					
Very Important..........	57	69	42	58	55
Somewhat Important......	33	28	46	25	36
Not at all Important....	10	3	12	17	9
Total..................	100	100	100	100	100
Importance of visiting historic site in decision to visit FG					
Very Important..........	92	88	90	83	89
Somewhat Important......	8	8	9	16	9
Not at all Important....	1	4	1	2	2
Total..................	100	100	100	100	100
Importance of being entertained in decision to visit FG					
Very Important..........	37	39	35	43	37
Somewhat Important......	25	32	27	23	28
Not at all Important....	38	29	38	34	35
Total..................	100	100	100	100	100
Importance of interest in military history					
Very Important..........	51	51	48	42	49
Somewhat Important......	20	21	34	29	26
Not at all Important....	29	27	19	29	25
Total..................	100	100	100	100	100
Importance of costumed staff in decision to visit FG					
Very Important..........	64	53	55	52	56
Somewhat Important......	16	24	25	24	23
Not at all Important....	20	22	21	24	21
Total..................	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY ORIGIN -- WEIGHTED RESULTS

	Origin of visitors				Total
	Local Area	Other Canada	United States	Other International	%
	%	%	%	%	
Importance of seeing how soldiers lived in 19th century					
Very Important..........	81	77	79	68	78
Somewhat Important......	11	19	17	17	17
Not at all Important....	7	4	4	15	6
Total..................	100	100	100	100	100
Importance of finding more about the war of 1812					
Very Important..........	75	69	71	58	70
Somewhat Important......	13	17	17	11	16
Not at all Important....	12	14	12	30	14
Total..................	100	100	100	100	100
Importance of my travel parties interest					
Very Important..........	89	76	73	67	77
Somewhat Important......	5	8	11	14	9
Not at all Important....	5	16	16	19	14
Total..................	100	100	100	100	100
Importance of seeing the music demonstration					
Very Important..........	39	21	28	29	28
Somewhat Important......	17	26	17	15	20
Not at all Important....	44	53	55	56	52
Total..................	100	100	100	100	100
Importance of seeing demonstrations of historic weapons					
Very Important..........	40	37	33	32	36
Somewhat Important......	19	23	22	21	22
Not at all Important....	41	39	45	47	42
Total..................	100	100	100	100	100
Importance of seeing FG out of curiosity					
Very Important..........	89	85	82	93	85
Somewhat Important......	10	9	12	3	10
Not at all Important....	1	6	5	3	5
Total..................	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY ORIGIN -- WEIGHTED RESULTS

Would like the opportunity to...	Origin of visitors				Total
	Local Area	Other Canada	United States	Other International	%
	%	%	%	%	
Opportunity to purchase souvenirs					
Agree..................	24	26	17	29	22
Disagree...............	76	74	83	71	78
Total..................	100	100	100	100	100
Audio-visual presentations are a way of learning					
Agree..................	92	95	90	90	92
Disagree...............	8	5	10	10	8
Total..................	100	100	100	100	100
Historic sight should provide guided tours					
Agree..................	61	70	64	56	65
Disagree...............	39	30	36	44	35
Total..................	100	100	100	100	100
I prefer a self-guided tour					
Agree..................	77	65	74	80	72
Disagree...............	23	35	26	20	28
Total..................	100	100	100	100	100
I found Fort George easy to locate					
Agree..................	99	97	97	95	97
Disagree...............	1	3	3	5	3
Total..................	100	100	100	100	100
Buildings accurately furnished to their historic period					
Agree..................	100	97	98	97	98
Disagree...............	0	3	2	3	2
Total..................	100	100	100	100	100
Buildings with modern exhibits and audio-visual					
Agree..................	92	84	84	81	85
Disagree...............	8	16	16	19	15
Total..................	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY ORIGIN -- WEIGHTED RESULTS

	Origin of visitors				Total
	Local Area	Other Canada	United States	Other International	%
	%	%	%	%	
Satisfaction with Info prior to visit					
Very Satisfied..........	32	35	38	38	35
Somewhat Satisfied......	29	17	16	23	20
Not at all Satisfied....	16	12	16	12	14
Did not use or notice...	24	36	31	27	31
Total..................	100	100	100	100	100
Satisfaction with Visitor Centre					
Very Satisfied..........	88	84	86	77	85
Somewhat Satisfied......	7	11	8	17	10
Not at all Satisfied....	0	1	1	0	1
Did not use or notice...	6	5	4	6	5
Total..................	100	100	100	100	100
Satisfaction with Visitor Centre Displays					
Very Satisfied..........	85	79	85	87	83
Somewhat Satisfied......	6	10	6	11	8
Not at all Satisfied....	1	2	1	0	1
Did not use or notice...	7	10	8	3	8
Total..................	100	100	100	100	100
Satisfaction with Displays outside fort					
Very Satisfied..........	84	74	83	78	80
Somewhat Satisfied......	8	9	8	6	8
Not at all Satisfied....	2	4	1	0	2
Did not use or notice...	6	13	8	16	10
Total..................	100	100	100	100	100
Satisfaction with Blockhouse I exhibit					
Very Satisfied..........	98	92	93	93	94
Somewhat Satisfied......	1	4	3	3	3
Not at all Satisfied....	0	1	1	0	1
Did not use or notice...	1	2	3	5	3
Total..................	100	100	100	100	100

	Origin of visitors				Total
	Local Area	Other Canada	United States	Other International	%
	%	%	%	%	
Blockhouse II exhibit: soldiers barracks					
Very Satisfied..........	98	94	95	93	95
Somewhat Satisfied......	0	3	3	6	3
Not at all Satisfied....	0	1	0	0	0
Did not use or notice...	1	2	2	2	2
Total..................	100	100	100	100	100
Blockhouse II exhibit:transportation & ordinance					
Very Satisfied..........	94	92	93	89	93
Somewhat Satisfied......	2	4	2	6	3
Not at all Satisfied....	0	1	0	0	0
Did not use or notice...	4	3	5	5	4
Total..................	100	100	100	100	100
Satisfaction with Officers Quarters					
Very Satisfied..........	98	97	95	94	97
Somewhat Satisfied......	1	2	2	3	2
Did not use or notice...	0	1	2	3	2
Total..................	100	100	100	100	100
Satisfaction with Guard House					
Very Satisfied..........	96	91	94	92	93
Somewhat Satisfied......	3	6	3	5	4
Not at all Satisfied....	0	1	0	0	0
Did not use or notice...	0	2	3	3	2
Total..................	100	100	100	100	100
Satisfaction with Historic furnishings					
Very Satisfied..........	97	94	95	93	95
Somewhat Satisfied......	3	5	5	5	5
Not at all Satisfied....	0	0	0	0	0
Did not use or notice...	0	1	0	2	0
Total..................	100	100	100	100	100
Satisfaction with Costumed Staff					
Very Satisfied..........	95	92	93	95	93
Somewhat Satisfied......	2	6	6	2	5
Not at all Satisfied....	1	1	1	0	1
Did not use or notice...	1	1	1	3	1
Total..................	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY ORIGIN -- WEIGHTED RESULTS

	Origin of visitors				Total
	Local Area	Other Canada	United States	Other International	%
	%	%	%	%	
Satisfaction with Regular Staff					
Very Satisfied..........	95	93	94	93	94
Somewhat Satisfied......	3	4	5	3	4
Not at all Satisfied....	0	0	0	0	0
Did not use or notice...	2	3	1	4	2
Total..................	100	100	100	100	100
Satisfaction with Interpretive Signs					
Very Satisfied..........	96	90	94	94	93
Somewhat Satisfied......	2	4	4	0	3
Not at all Satisfied....	0	2	0	2	1
Did not use or notice...	2	4	2	5	3
Total..................	100	100	100	100	100
Satisfaction with Parking					
Very Satisfied..........	98	97	98	100	98
Somewhat Satisfied......	0	2	1	0	1
Not at all Satisfied....	0	1	0	0	0
Did not use or notice...	2	1	2	0	1
Total..................	100	100	100	100	100
Satisfaction with Washrooms					
Very Satisfied..........	77	79	78	83	79
Somewhat Satisfied......	0	1	1	3	1
Not at all Satisfied....	0	0	1	0	0
Did not use or notice...	23	19	20	14	20
Total..................	100	100	100	100	100
Satisfaction with Grounds					
Very Satisfied..........	100	98	98	100	99
Somewhat Satisfied......	0	2	1	0	1
Did not use or notice...	0	1	1	0	1
Total..................	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY ORIGIN -- WEIGHTED RESULTS

	Origin of visitors			Total
	Other Canada	United States	Other International	%
	%	%	%	
Aware or visited Niagara Falls				
Will visit this year....	76	91	100	86
Dont know the place.....	4	2	0	3
Know but will not visit.	20	7	0	11
Total..................	100	100	100	100
Aware or visited Fort Niagara				
Will visit this year....	11	23	12	17
Dont know the place.....	22	16	33	20
Know but will not visit.	67	62	55	63
Total..................	100	100	100	100
Aware or visited Brocks Monument				
Will visit this year....	35	23	27	29
Dont know the place.....	26	39	49	35
Know but will not visit.	38	38	24	37
Total..................	100	100	100	100
Aware or visited Butlers Barracks				
Will visit this year....	8	5	3	6
Dont know the place.....	54	75	76	67
Know but will not visit.	37	21	22	27
Total..................	100	100	100	100
Aware or visited Navy Hall				
Will visit this year....	8	5	7	6
Dont know the place.....	55	71	66	64
Know but will not visit.	37	24	27	30
Total..................	100	100	100	100
Aware or visited Fort Mississauga				
Will visit this year....	6	3	1	4
Dont know the place.....	54	74	69	66
Know but will not visit.	40	23	30	31
Total..................	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY ORIGIN -- WEIGHTED RESULTS

	Origin of visitors			Total
	Other Canada	United States	Other International	%
	%	%	%	
Aware or visited Shaw Festival				
Will visit this year....	23	15	18	18
Dont know the place.....	17	28	33	24
Know but will not visit.	60	57	50	57
Total..................	100	100	100	100
Aware or visited Marine World				
Will visit this year....	28	20	16	23
Dont know the place.....	9	15	23	14
Know but will not visit.	63	65	61	64
Total..................	100	100	100	100
Aware or visited Marine World				
Will visit this year....	28	20	16	23
Dont know the place.....	9	15	23	14
Know but will not visit.	63	65	61	64
Total..................	100	100	100	100
Aware or visited Niagara Historical Society Museum				
Will visit this year....	16	17	21	17
Dont know the place.....	27	31	35	30
Know but will not visit.	57	52	45	53
Total..................	100	100	100	100
Aware or visited Fort Erie				
Will visit this year....	12	16	13	14
Dont know the place.....	23	25	33	25
Know but will not visit.	65	59	54	61
Total..................	100	100	100	100
Aware or visited Winery Tour				
Will visit this year....	32	29	36	31
Dont know the place.....	13	15	16	14
Know but will not visit.	56	57	47	55
Total..................	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY ORIGIN -- WEIGHTED RESULTS

	Origin of visitors			Total
	Other Canada	United States	Other International	%
	%	%	%	
Amount spent on Transportation				
Under 10$...............	13	11	16	12
10$ - 19$...............	17	14	13	15
20$ - 49$...............	47	43	36	44
50$ - 99$...............	15	19	17	17
More than 100$..........	9	13	17	12
Total..................	100	100	100	100
Amount spent on Accomodation				
Under 50$...............	49	26	40	37
50$ - 99$...............	9	10	10	10
100$ -199$..............	20	19	15	19
More than 200$..........	21	45	35	35
Total..................	100	100	100	100
Amount spent on Local Transportation				
Under 10$...............	76	68	65	71
10$ - 19$...............	13	15	21	15
20$ - 49$...............	8	15	9	12
50$ - 99$...............	1	2	4	2
More than 100$..........	1	0	1	1
Total..................	100	100	100	100
Amount spent on Food and Drinks				
Under 20$...............	22	15	6	17
20$ - 49$...............	22	11	15	16
50$ - 99$...............	13	12	15	13
100$ - 199$.............	21	24	21	22
More than 200$..........	21	39	42	32
Total..................	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY ORIGIN -- WEIGHTED RESULTS

	Origin of visitors				Total
	Local Area	Other Canada	United States	Other International	%
	%	%	%	%	
Season					
Spring	12	36	26	44	28
Summer	64	49	56	41	54
Fall	24	15	18	15	18
Total	100	100	100	100	100
Time of interview					
Morning	13	20	15	15	16
Afternoon	87	80	85	85	84
Total	100	100	100	100	100
Sex					
Male	55	58	56	66	57
Female	45	42	44	34	43
Total	100	100	100	100	100
Transportation to FG					
Car/Van	94	93	98	92	95
School Bus	3	1	0	0	1
Tour Bus	0	3	1	1	2
Walked	2	0	0	0	0
Bicycle	2	0	0	0	0
Other	0	2	1	7	2
Total	100	100	100	100	100
Type of group					
Alone	6	4	3	2	4
Family with children	44	44	44	34	43
Member of an organisation	2	6	1	1	3
Couple	28	32	41	34	35
Friends/relatives	19	14	11	30	15
Other	1	0	0	0	0
Total	100	100	100	100	100
Group Type - First Time Visitors					
Learning Enthusiast	42	36	29	25	33
History Buff	15	21	22	19	20
Entertainment Seeker	23	14	19	17	18
Casual Visitor	20	29	30	40	29
Total	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY ORIGIN -- WEIGHTED RESULTS

	Origin of visitors			Total
	Other Canada	United States	Other International	%
	%	%	%	
Amount spent on Transportation				
Under 10$...............	13	11	16	12
10$ - 19$...............	17	14	13	15
20$ - 49$...............	47	43	36	44
50$ - 99$...............	15	19	17	17
More than 100$..........	9	13	17	12
Total....................	100	100	100	100
Amount spent on Accomodation				
Under 50$...............	49	26	40	37
50$ - 99$...............	9	10	10	10
100$ -199$..............	20	19	15	19
More than 200$..........	21	45	35	35
Total....................	100	100	100	100
Amount spent on Local Transportation				
Under 10$...............	76	68	65	71
10$ - 19$...............	13	15	21	15
20$ - 49$...............	8	15	9	12
50$ - 99$...............	1	2	4	2
More than 100$..........	1	0	1	1
Total....................	100	100	100	100
Amount spent on Food and Drinks				
Under 20$...............	22	15	6	17
20$ - 49$...............	22	11	15	16
50$ - 99$...............	13	12	15	13
100$ - 199$.............	21	24	21	22
More than 200$..........	21	39	42	32
Total....................	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY ORIGIN -- WEIGHTED RESULTS

	Origin of visitors			Total
	Other Canada	United States	Other International	%
	%	%	%	
Amount spent on Entertainement				
Under 20$................	43	31	36	36
20$ - 49$................	23	19	17	20
50$ - 99$................	12	20	15	16
100$ - 199$..............	16	18	21	18
More than 200$...........	6	13	11	10
Total..................	100	100	100	100
Amount spent on Other Shopping				
Under 20$................	52	38	43	44
20$ - 49$................	15	13	9	13
50$ - 99$................	7	12	13	10
100$ - 199$..............	13	20	17	17
More than 200$...........	14	17	16	16
Total..................	100	100	100	100
Amount spent on Any other				
Under 20$................	95	97	97	96
20$ - 49$................	2	0	1	1
50$ - 99$................	2	1	0	1
100$ - 199$..............	0	1	0	0
More than 200$...........	1	1	1	1
Total..................	100	100	100	100

FORT GEORGE VISITORS SURVEY
TABLES BY ORIGIN -- WEIGHTED RESULTS

Average amount spent	Origin of visitors		
	Other Canada	United States	Other International
Amount spent on Transportation $.....................	42.84	66.51	151.17
Amount spent on Accomodation $.....................	126.55	208.64	178.54
Amount spent on Local Transportation $.....................	21.68	8.44	8.66
Amount spent on Food and Drinks $.....................	122.87	163.61	211.47
Amount spent on Entertainement $.....................	69.04	76.31	70.89
Amount spent on Other Shopping $.....................	72.92	79.88	104.54
Amount spent on Any other $.....................	23.96	5.37	17.96

APPENDIX V:

FREQUENCY TABLES BY MOTIVATIONAL GROUP

FORT GEORGE VISITORS SURVEY
FACTOR ANALYSIS -- WEIGHTED RESULTS

	Group Type - First Time Visitors				Total
	Learning Enthusiast	History Buff	Entertainment Seeker	Casual Visitor	%
	%	%	%	%	
Season					
Spring	21	33	19	35	27
Summer	58	45	62	52	54
Fall	20	22	19	13	18
Total	100	100	100	100	100
Origin of visitors					
Local Area	22	13	23	16	19
Other Canada	34	34	25	32	32
United States	36	44	42	39	40
Other International	8	10	11	13	10
Total	100	100	100	100	100
Time of interview					
Morning	15	18	12	20	17
Afternoon	85	82	88	80	83
Total	100	100	100	100	100
Sex					
Male	53	66	59	54	57
Female	47	34	41	46	43
Total	100	100	100	100	100
Transportation to FG					
Car/Van	92	96	98	95	95
School Bus	1	0	1	1	1
Tour Bus	3	2	0	1	2
Walked	0	1	0	0	0
Bicycle	1	0	0	0	0
Other	3	2	1	2	2
Total	100	100	100	100	100
Type of group					
Alone	4	2	1	4	3
Family with children	44	39	44	39	41
Member of an organisation	5	2	1	1	3
Couple	33	43	31	40	37
Friends/relatives	14	14	22	15	16
Other	0	0	0	1	0
Total	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
FACTOR ANALYSIS -- WEIGHTED RESULTS

Age Composition of Groups	Group Type - First Time Visitors				Total
	Learning Enthusiast	History Buff	Entertainment Seeker	Casual Visitor	%
	%	%	%	%	
Age characteristics of Group					
Adults with young children only........	20	20	27	24	22
Adults with young between 13 and 21....	12	11	8	8	10
Adults with children and teens...............	8	8	7	7	7
Young people, under 22, by themselves........	5	1	3	2	3
Young adults, 22 to 35 years only..........	29	29	24	33	29
Adults age 36 to 54 years only..........	15	18	17	13	15
Senior citizens only....	3	6	5	5	4
Adults only, all age groups.............	9	8	9	7	8
Total..................	100	100	100	100	100
Total group size					
One....................	2	2	3	1	2
Two....................	46	49	45	54	49
Three..................	20	14	13	16	16
Four...................	15	19	25	18	18
Five or more...........	17	16	14	12	15
Total..................	100	100	100	100	100
No. of children 12 and under					
None...................	70	71	65	69	69
One....................	12	14	14	12	13
Two....................	12	9	16	14	12
Three or more..........	6	6	6	5	6
Total..................	100	100	100	100	100
No. between 13 and 21 years					
None...................	77	82	82	83	81
One....................	13	12	11	13	12
Two....................	5	5	6	3	5
Three or more..........	5	2	1	1	2
Total..................	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
FACTOR ANALYSIS -- WEIGHTED RESULTS

Age composition of Group	Group Type - First Time Visitors				Total
	Learning Enthusiast	History Buff	Entertainment Seeker	Casual Visitor	%
	%	%	%	%	
No. between 21 and under					
None....................	56	61	55	59	58
One.....................	12	17	15	16	15
Two.....................	20	11	21	13	16
Three or more...........	12	11	9	11	11
Total...................	100	100	100	100	100
No. between 22 and 45 years					
None....................	30	34	31	25	30
One.....................	14	6	14	11	12
Two.....................	47	56	49	58	53
Three or more...........	9	3	6	6	6
Total...................	100	100	100	100	100
No. between 46 and 64 years					
None....................	64	65	68	74	68
One.....................	11	5	11	7	9
Two.....................	22	24	16	16	19
Three or more...........	3	6	6	2	4
Total...................	100	100	100	100	100
No. over 65 years					
None....................	91	89	87	89	89
One.....................	5	3	6	6	5
Two.....................	5	5	4	5	5
Three or more...........	0	4	2	0	1
Total...................	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
FACTOR ANALYSIS -- WEIGHTED RESULTS

	Group Type - First Time Visitors				Total
	Learning Enthusiast	History Buff	Entertainment Seeker	Casual Visitor	%
	%	%	%	%	
Nights away from home					
No nights..............	19	23	22	16	19
One night..............	14	12	10	12	12
Two nights.............	16	18	15	16	16
Between 3 and 6 nights..	29	26	24	28	27
One week or more........	23	21	29	27	25
Total..................	100	100	100	100	100
Nights spent in Niagara-on-the-Lake					
No nights..............	71	64	73	62	67
One night..............	13	13	10	20	15
Two nights.............	5	12	8	12	9
Between 3 and 6 nights..	7	10	9	5	7
One week or more........	4	1	0	1	2
Total..................	100	100	100	100	100
Nights spent in St-Catherines					
No nights..............	89	94	90	90	90
One night..............	3	0	3	1	2
Two nights.............	1	3	4	5	3
Between 3 and 6 nights..	5	2	2	1	2
One week or more........	2	1	1	3	2
Total..................	100	100	100	100	100
Nights spent in Niagara Falls					
No nights..............	50	50	46	53	50
One night..............	13	7	13	11	11
Two nights.............	16	17	20	18	17
Between 3 and 6 nights..	18	23	20	16	19
One week or more........	2	4	1	2	2
Total..................	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
FACTOR ANALYSIS -- WEIGHTED RESULTS

	Group Type - First Time Visitors				Total
	Learning Enthusiast	History Buff	Entertainment Seeker	Casual Visitor	%
	%	%	%	%	
Purpose of trip					
Sightseeing.............	77	75	80	78	77
Visit family and friends	14	14	14	17	15
Shopping................	4	5	1	2	3
Educational.............	28	17	20	16	21
Cultural Outing.........	10	9	10	10	10
Outdoor Recreation......	10	13	13	9	11
Business Trip...........	3	6	4	8	5
Visit Fort George.......	23	20	23	15	20
Visit Niagara-on-the-Lake..	71	64	73	58	66
Experience Canadian History..............	5	5	2	5	4
Other Purpose...........	4	3	1	3	3
Total...................	100	100	100	100	100
Was Fort George:					
A planned stop..........	55	51	41	41	48
An unplanned stop.......	36	26	51	35	36
Main destination of your trip.................	2	4	1	1	2
Decision while visiting area.................	6	18	6	23	14
Total...................	100	100	100	100	100
When did you decide to visit FG?					
1 day ago or less.......	51	58	72	67	61
2 to 6 days ago.........	15	17	12	11	14
7 days to 1 month.......	17	11	9	8	12
5 weeks to 2 months.....	8	6	6	7	7
More than 2 months......	9	8	2	7	7
Total...................	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
FACTOR ANALYSIS -- WEIGHTED RESULTS

	Group Type - First Time Visitors				Total
	Learning Enthusiast	History Buff	Entertainment Seeker	Casual Visitor	%
	%	%	%	%	
Visited FG in past year					
No....................	100	100	100	100	100
Total..................	100	100	100	100	100
Planning more trips to FG within next year					
Yes....................	9	14	12	9	11
No.....................	74	70	74	80	75
Unsure.................	17	15	14	11	14
Total..................	100	100	100	100	100
Number of trips					
One....................	62	25	69	43	47
Two....................	13	63	31	38	37
Three or more..........	25	13	0	19	16
Total..................	100	100	100	100	100
Time length of visit to Fort George					
60 minutes or less......	40	44	46	45	43
1 to 1.5 hours..........	21	22	22	19	21
Over 1.5 hours..........	39	34	32	36	36
Total..................	100	100	100	100	100
How did you learn about FG					
Newspaper/magazine......	16	15	17	13	15
TV/Radio...............	1	1	0	0	0
Tourist Information Centre...............	4	6	3	8	6
Personal Recommendation.	19	15	15	12	15
Travel Agent/Tour Operator............	2	3	3	2	2
Live in Area...........	12	16	11	13	13
Visited while in school.	10	9	5	7	8
Niagara Parks Commission	0	3	1	1	1
Saw Directional Signs...	27	27	40	35	32
Other..................	9	5	5	9	8
Total..................	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
FACTOR ANALYSIS -- WEIGHTED RESULTS

	Group Type - First Time Visitors				Total
	Learning Enthusiast	History Buff	Entertainment Seeker	Casual Visitor	%
	%	%	%	%	
Importance of learning about Canada history					
Very Important	73	71	28	33	52
Somewhat Important	24	27	57	50	38
Not at all Important	3	2	16	17	9
Total	100	100	100	100	100
Importance of visiting historic site in decision to visit FG					
Very Important	96	93	90	78	89
Somewhat Important	4	5	8	17	9
Not at all Important	0	2	1	5	2
Total	100	100	100	100	100
Importance of being entertained in decision to visit FG					
Very Important	52	33	33	24	36
Somewhat Important	22	32	27	29	27
Not at all Important	26	35	41	47	37
Total	100	100	100	100	100
Importance of interest in military history					
Very Important	79	76	17	16	48
Somewhat Important	18	18	42	35	27
Not at all Important	3	5	42	50	25
Total	100	100	100	100	100
Importance of costumed staff in decision to visit FG					
Very Important	85	80	27	22	55
Somewhat Important	13	13	41	31	23
Not at all Important	2	7	32	47	22
Total	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
FACTOR ANALYSIS -- WEIGHTED RESULTS

	Group Type - First Time Visitors				Total
	Learning Enthusiast	History Buff	Entertainment Seeker	Casual Visitor	%
	%	%	%	%	
Importance of seeing how soldiers lived in 19th century					
Very Important..........	95	97	64	53	77
Somewhat Important......	5	2	29	33	17
Not at all Important....	0	1	7	13	6
Total..................	100	100	100	100	100
Importance of finding more about the war of 1812					
Very Important..........	95	93	50	38	70
Somewhat Important......	3	5	27	28	15
Not at all Important....	1	2	22	35	15
Total..................	100	100	100	100	100
Importance of my travel parties interest					
Very Important..........	93	66	90	54	75
Somewhat Important......	6	13	8	15	10
Not at all Important....	1	21	2	31	15
Total..................	100	100	100	100	100
Importance of seeing the music demonstration					
Very Important..........	58	0	46	1	27
Somewhat Important......	26	13	34	8	19
Not at all Important....	16	87	20	91	54
Total..................	100	100	100	100	100
Importance of seeing demonstrations of historic weapons					
Very Important..........	66	11	54	4	34
Somewhat Important......	22	20	33	15	21
Not at all Important....	11	70	13	81	45
Total..................	100	100	100	100	100
Importance of seeing FG out of curiosity					
Very Important..........	89	82	93	82	86
Somewhat Important......	7	11	5	13	9
Not at all Important....	4	7	1	5	4
Total..................	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
FACTOR ANALYSIS -- WEIGHTED RESULTS

Would like the opportunity to...	Group Type - First Time Visitors				Total
	Learning Enthusiast	History Buff	Entertainment Seeker	Casual Visitor	%
	%	%	%	%	
Opportunity to purchase souvenirs					
Agree	23	19	18	19	20
Disagree	77	81	82	81	80
Total	100	100	100	100	100
Audio-visual presentations are a way of learning					
Agree	93	92	89	91	91
Disagree	7	8	11	9	9
Total	100	100	100	100	100
Historic sight should provide guided tours					
Agree	69	72	58	55	63
Disagree	31	28	42	45	37
Total	100	100	100	100	100
I prefer a self-guided tour					
Agree	78	75	71	69	73
Disagree	22	25	29	31	27
Total	100	100	100	100	100
I found Fort George easy to locate					
Agree	98	99	97	97	98
Disagree	2	1	3	3	2
Total	100	100	100	100	100
Buildings accurately furnished to their historic period					
Agree	98	100	96	97	98
Disagree	2	0	4	3	2
Total	100	100	100	100	100
Buildings with modern exhibits and audio-visual					
Agree	93	88	85	78	86
Disagree	7	12	15	22	14
Total	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
FACTOR ANALYSIS -- WEIGHTED RESULTS

	Group Type - First Time Visitors				Total
	Learning Enthusiast	History Buff	Entertainment Seeker	Casual Visitor	%
	%	%	%	%	
Satisfaction with Info prior to visit					
Very Satisfied..........	42	35	32	27	34
Somewhat Satisfied......	20	18	22	17	19
Not at all Satisfied....	14	20	16	13	15
Did not use or notice...	25	27	30	43	32
Total..................	100	100	100	100	100
Satisfaction with Visitor Centre					
Very Satisfied..........	92	83	90	79	86
Somewhat Satisfied......	5	11	4	14	9
Not at all Satisfied....	1	1	1	0	1
Did not use or notice...	2	5	5	7	5
Total..................	100	100	100	100	100
Satisfaction with Visitor Centre Displays					
Very Satisfied..........	91	84	85	75	83
Somewhat Satisfied......	3	6	5	14	7
Not at all Satisfied....	2	1	1	1	1
Did not use or notice...	5	8	9	10	8
Total..................	100	100	100	100	100
Satisfaction with Displays outside fort					
Very Satisfied..........	88	85	82	72	81
Somewhat Satisfied......	3	5	5	12	7
Not at all Satisfied....	1	2	2	3	2
Did not use or notice...	8	8	11	13	10
Total..................	100	100	100	100	100
Satisfaction with Blockhouse I exhibit					
Very Satisfied..........	99	96	94	91	95
Somewhat Satisfied......	0	2	2	5	2
Not at all Satisfied....	0	1	0	1	0
Did not use or notice...	1	2	4	3	2
Total..................	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
FACTOR ANALYSIS -- WEIGHTED RESULTS

	Group Type - First Time Visitors				**Total**
	Learning Enthusiast	History Buff	Entertainment Seeker	Casual Visitor	%
	%	%	%	%	
Blockhouse II exhibit: soldiers barracks					
Very Satisfied..........	97	97	94	94	96
Somewhat Satisfied......	1	2	2	3	2
Not at all Satisfied....	0	0	0	1	0
Did not use or notice...	1	1	3	2	2
Total..................	100	100	100	100	100
Blockhouse II exhibit:transportation & ordinance					
Very Satisfied..........	94	94	94	90	93
Somewhat Satisfied......	1	3	3	4	3
Not at all Satisfied....	0	1	0	0	0
Did not use or notice...	5	3	3	5	4
Total..................	100	100	100	100	100
Satisfaction with Officers Quarters					
Very Satisfied..........	99	99	97	92	96
Somewhat Satisfied......	1	1	1	4	2
Did not use or notice...	1	0	2	3	2
Total..................	100	100	100	100	100
Satisfaction with Guard House					
Very Satisfied..........	98	95	95	90	95
Somewhat Satisfied......	1	4	2	6	4
Not at all Satisfied....	0	1	1	0	0
Did not use or notice...	0	0	2	4	2
Total..................	100	100	100	100	100
Satisfaction with Historic furnishings					
Very Satisfied..........	99	95	95	92	95
Somewhat Satisfied......	1	5	4	7	4
Did not use or notice...	0	0	2	0	0
Total..................	100	100	100	100	100
Satisfaction with Costumed Staff					
Very Satisfied..........	97	91	96	91	94
Somewhat Satisfied......	1	8	2	8	5
Not at all Satisfied....	0	1	0	0	0
Did not use or notice...	1	1	1	0	1
Total..................	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
FACTOR ANALYSIS -- WEIGHTED RESULTS

	Group Type - First Time Visitors				Total
	Learning Enthusiast	History Buff	Entertainment Seeker	Casual Visitor	%
	%	%	%	%	
Satisfaction with Regular Staff					
Very Satisfied..........	97	92	97	94	95
Somewhat Satisfied......	2	6	2	4	3
Did not use or notice...	2	2	1	3	2
Total...................	100	100	100	100	100
Satisfaction with Interpretive Signs					
Very Satisfied..........	96	90	96	91	93
Somewhat Satisfied......	1	5	1	4	3
Not at all Satisfied....	1	1	0	1	1
Did not use or notice...	2	4	3	4	3
Total...................	100	100	100	100	100
Satisfaction with Parking					
Very Satisfied..........	99	99	99	95	98
Somewhat Satisfied......	0	0	0	3	1
Not at all Satisfied....	0	0	1	0	0
Did not use or notice...	1	1	0	2	1
Total...................	100	100	100	100	100
Satisfaction with Washrooms					
Very Satisfied..........	85	75	83	74	79
Somewhat Satisfied......	0	1	0	1	1
Not at all Satisfied....	0	0	0	1	0
Did not use or notice...	15	24	17	24	20
Total...................	100	100	100	100	100
Satisfaction with Grounds					
Very Satisfied..........	100	98	99	97	99
Somewhat Satisfied......	0	1	1	2	1
Did not use or notice...	0	1	0	1	1
Total...................	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
FACTOR ANALYSIS -- WEIGHTED RESULTS

	Group Type - First Time Visitors				Total
	Learning Enthusiast	History Buff	Entertainment Seeker	Casual Visitor	%
	%	%	%	%	
Aware or visited Niagara Falls					
Will visit this year....	90	89	84	83	86
Dont know the place.....	1	2	3	5	3
Know but will not visit.	9	9	13	13	11
Total..................	100	100	100	100	100
Aware or visited Fort Niagara					
Will visit this year....	16	22	12	17	17
Dont know the place.....	14	19	15	25	19
Know but will not visit.	69	59	73	58	64
Total..................	100	100	100	100	100
Aware or visited Brocks Monument					
Will visit this year....	30	34	18	26	28
Dont know the place.....	30	32	41	41	36
Know but will not visit.	40	33	41	34	37
Total..................	100	100	100	100	100
Aware or visited Butlers Barracks					
Will visit this year....	5	8	4	6	6
Dont know the place.....	63	69	68	67	66
Know but will not visit.	32	23	28	27	28
Total..................	100	100	100	100	100
Aware or visited Navy Hall					
Will visit this year....	6	12	2	3	6
Dont know the place.....	55	63	70	68	64
Know but will not visit.	38	25	29	29	31
Total..................	100	100	100	100	100
Aware or visited Fort Mississauga					
Will visit this year....	5	6	0	3	4
Dont know the place.....	60	69	72	65	65
Know but will not visit.	35	25	28	33	31
Total..................	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
FACTOR ANALYSIS -- WEIGHTED RESULTS

	Group Type - First Time Visitors				Total
	Learning Enthusiast	History Buff	Entertainment Seeker	Casual Visitor	%
	%	%	%	%	
Aware or visited Shaw Festival					
Will visit this year....	17	22	11	17	17
Dont know the place.....	22	23	24	30	25
Know but will not visit.	61	55	65	53	58
Total..................	100	100	100	100	100
Aware or visited Marine World					
Will visit this year....	23	27	20	17	22
Dont know the place.....	9	11	14	20	14
Know but will not visit.	68	62	66	63	65
Total..................	100	100	100	100	100
Aware or visited Marine World					
Will visit this year....	23	27	20	17	22
Dont know the place.....	9	11	14	20	14
Know but will not visit.	68	62	66	63	65
Total..................	100	100	100	100	100
Aware or visited Niagara Historical Society Museum					
Will visit this year....	16	23	8	17	17
Dont know the place.....	24	27	33	37	30
Know but will not visit.	59	51	59	46	53
Total..................	100	100	100	100	100
Aware or visited Fort Erie					
Will visit this year....	12	19	8	13	13
Dont know the place.....	25	22	19	28	24
Know but will not visit.	63	59	73	59	62
Total..................	100	100	100	100	100
Aware or visited Winery Tour					
Will visit this year....	34	34	33	28	32
Dont know the place.....	5	11	13	20	12
Know but will not visit.	61	55	54	53	56
Total..................	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
FACTOR ANALYSIS -- WEIGHTED RESULTS

	Group Type - First Time Visitors				Total
	Learning Enthusiast	History Buff	Entertainment Seeker	Casual Visitor	%
	%	%	%	%	
Amount spent on Transportation					
Under 10$..............	14	9	14	12	12
10$ - 19$..............	15	12	19	17	16
20$ - 49$..............	41	51	41	41	44
50$ - 99$..............	17	17	16	18	17
More than 100$.........	14	10	11	12	12
Total..................	100	100	100	100	100
Amount spent on Accomodation					
Under 50$..............	34	35	41	33	35
50$ - 99$..............	10	10	9	11	10
100$ -199$.............	20	23	15	21	20
More than 200$.........	37	32	34	36	35
Total..................	100	100	100	100	100
Amount spent on Local Transportation					
Under 10$..............	64	69	69	79	71
10$ - 19$..............	18	15	19	10	15
20$ - 49$..............	15	13	9	8	12
50$ - 99$..............	2	1	1	3	2
More than 100$.........	1	1	2	0	1
Total..................	100	100	100	100	100
Amount spent on Food and Drinks					
Under 20$..............	14	21	20	14	16
20$ - 49$..............	15	12	17	16	15
50$ - 99$..............	14	13	12	13	13
100$ - 199$............	22	21	16	27	22
More than 200$.........	34	33	35	30	33
Total..................	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
FACTOR ANALYSIS -- WEIGHTED RESULTS

	Group Type - First Time Visitors				Total
	Learning Enthusiast	History Buff	Entertainment Seeker	Casual Visitor	%
	%	%	%	%	
Amount spent on Entertainement					
Under 20$..............	36	40	44	31	36
20$ - 49$..............	22	16	14	24	20
50$ - 99$..............	13	18	14	17	16
100$ - 199$............	17	18	16	17	17
More than 200$.........	11	8	13	11	11
Total..................	100	100	100	100	100
Amount spent on Other Shopping					
Under 20$..............	40	43	54	46	45
20$ - 49$..............	14	8	8	18	13
50$ - 99$..............	7	9	12	10	9
100$ - 199$............	16	20	15	16	17
More than 200$.........	23	19	11	10	16
Total..................	100	100	100	100	100
Amount spent on Any other					
Under 20$..............	98	94	95	96	96
20$ - 49$..............	1	1	0	2	1
50$ - 99$..............	1	0	4	1	1
100$ - 199$............	1	1	0	1	0
More than 200$.........	0	3	2	0	1
Total..................	100	100	100	100	100

FORT GEORGE VISITORS SURVEY
FACTOR ANALYSIS -- WEIGHTED RESULTS

Average amount spent	Group Type - First Time Visitors			
	Learning Enthusiast	History Buff	Entertainment Seeker	Casual Visitor
Amount spent on Transportation $......................	80.26	82.08	48.51	105.62
Amount spent on Accomodation $......................	199.08	165.47	156.48	160.05
Amount spent on Local Transportation $......................	11.19	9.44	9.70	5.75
Amount spent on Food and Drinks $......................	174.95	135.05	144.33	135.15
Amount spent on Entertainement $......................	63.52	66.81	63.26	63.92
Amount spent on Other Shopping $......................	86.30	104.17	56.74	52.62
Amount spent on Any other $......................	2.32	11.03	8.40	2.03